

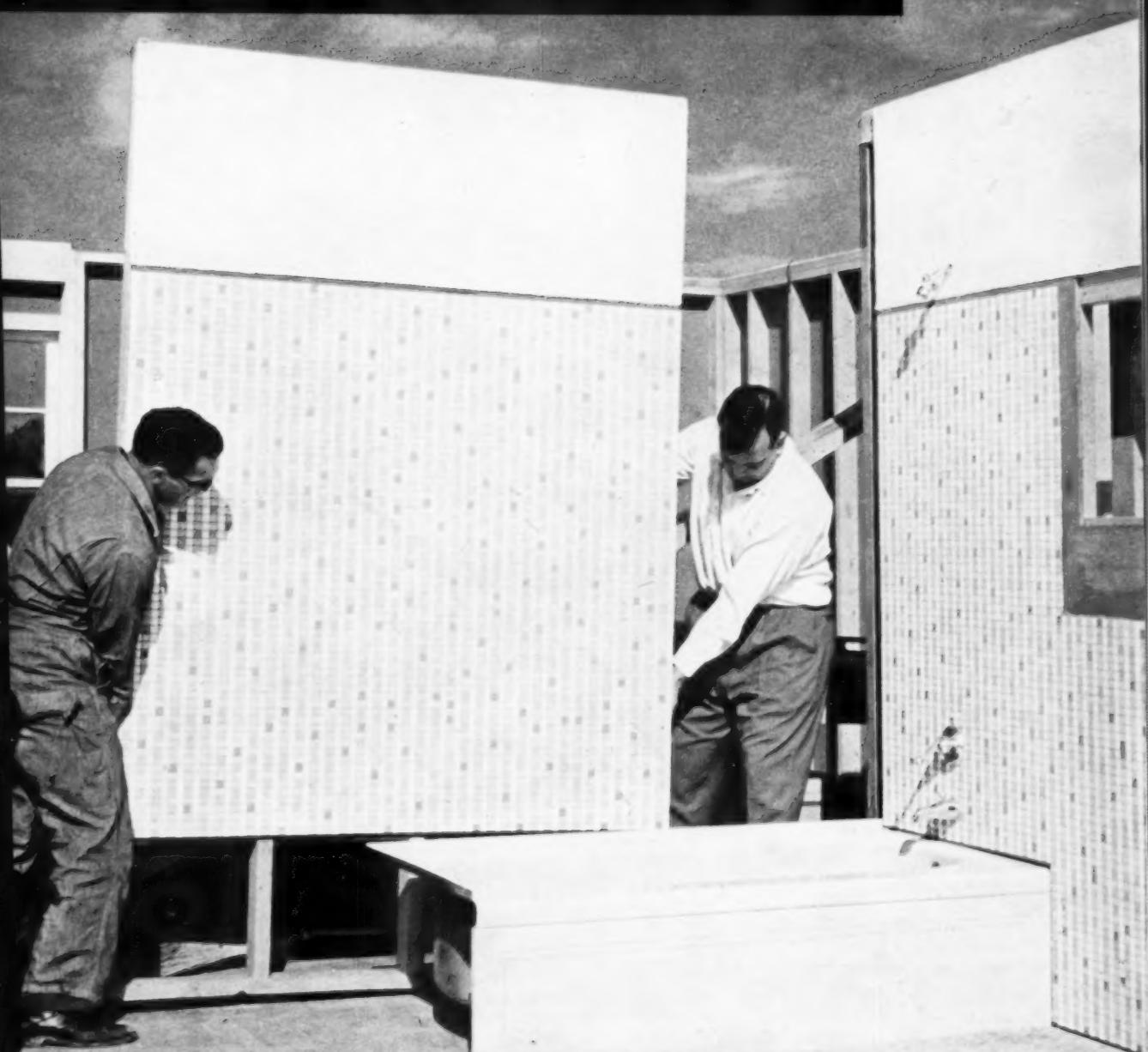
American Builder

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 75c

OPPORTUNITY FOR FEB. 1958

Prefabs...
Parts or packages?

■
NEW
COMMERCIAL
OPPORTUNITY



This could be you tomorrow. See p. 80

Compact Blower Fan . . . wastes no shelf space

NuTone
Presents
Ventilation
for Built-In
OVENS !



AT LAST! Here's dependable ventilation for your Built-In Ovens . . . at LOW COST. NuTone's new OVEN HOOD-FAN captures the overflow of scorching heat, smoke and grease . . . which escape when the oven door is opened . . . and yet it does not disturb the baking temperatures of electric or gas ovens.

Tested and recommended by every important U.S. manufacturer of ovens and kitchen cabinets. Beautifully styled to blend with all Built-In Ovens. Engineered and Guaranteed to give the same trouble-free performance as the world-famous NuTone Range-Hoods and Kitchen Exhaust Fans. UL & CSA approved.

Write for Free Catalogs and Installation Data.
NUTONE, INC., Dept. AB-2, Cincinnati 27, Ohio

Easy to install. Fan assembly and Filter
removable from front . . . without tools.



Protects
Cabinets
& Walls

No Sharp
Protruding
Corners
to Cause
Accidents

The Hood
Traps All
Grease,
Heat and
Smoke . . .

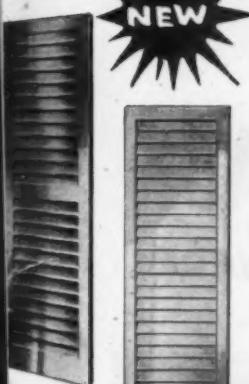
The Fan
Exhausts
Them . . .
Without
Harm to
Baking

U.S. & Foreign
Patents Pending

EXTERIOR BUILDING PRODUCTS

Awnings and canopies (including commercial types)

All-metal ornamental window shutters. Early American design with full-depth louvers. Finish-enameling in three gleaming colors — red, green and white. Ready to install. Two other types available.



New Regency Canopies

Shutters



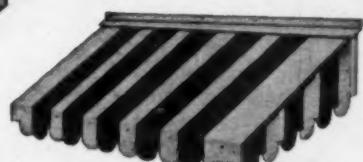
Flower Boxes



Mail Boxes
(including built-in boxes)



Bel-Air Canopies



Imperial Awnings & Canopies

Fold 'Em

STEEL FOLDING DOORS

Flush panel and Louver styles

&

WOOD FOLDING DOOR HARDWARE

VENTILATORS . . . World's Largest And Most Complete Line



Adjustable Triangle
Ventilators



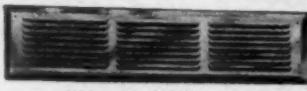
Stationary Triangle
Ventilators



Brick & Cement Block Ventilators



Clothes
Dryer-Vents



Under-eaves Ventilators



Foundation Ventilators



NEW
4"
SIZE

Miniature Ventilators.
Also in 2 1/2" and 1" sizes

Leigh

BUILDING PRODUCTS

FOR RESIDENTIAL, COMMERCIAL AND INDUSTRIAL USES

CLOSET ACCESSORIES



ADJUSTABLE CLOSET RODS

Three finishes, wide range of sizes.



Package Receivers



Clothes Chute Doors



Access Doors

KITCHEN ACCESSORIES



Dust Chutes



Swing-Away
Garbage Containers



Towel Racks (Bars)



Drawer Guides
and
Shelf Guides



LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.

1658 Lee St. Coopersville, Michigan



NOW



with FASCIA TRACK

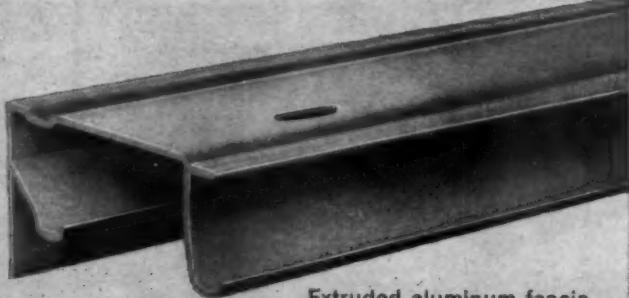
**NEW 400 SERIES SLIDING DOOR HARDWARE
AMERICA'S FINEST LOW COST LINE!**



Rugged steel hangers.
1/4" Nylon Wheels with
Oiled-for-life bronze
bearings. Smooth,
quiet door operation.



Two attractive Flush
Pulls included in
Thriftee Pak sets.



Extruded aluminum fascia
track, heat treated for extra
strength. Doors can be
hung with hangers already
attached—cannot jump
track.



Sturdy Steel and Nylon
Floor Guide. Mounts with
just two screws.

EASY AND QUICK TO INSTALL • LOW HEADROOM—ONLY 1 1/8"
QUALITY OF HIGH-PRICED HARDWARE

"Thriftee Pak" sets are available for by-passing doors of all popular sizes.



NON FASCIA TRACK for top performance at LOWEST COST

Track is extruded alu-
minum, heat treated for
long life and extra
strength. Same hangers
and guide as with fascia
track illustrated above.



**ONE SET FITS EITHER
3/4" OR 1 1/8" DOORS**

**OTHER SETS FOR
1 1/8" and 1 3/4" DOORS**

For literature and prices write to:

John Sterling Corporation
RICHMOND, ILLINOIS

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

Income opportunities

Increased building opportunities and increased profits are yours if Congress will pass some much-needed legislation. It's up to you to let your Congressmen know what they can do for you. On the Outlook page, AMERICAN BUILDER has outlined some of the help the industry needs. Here are some tax-saving proposals which you should support. They were cited by newly-elected NAHB president, Nels Severin, before the House Committee on Ways and Means: Bill H.R. 5707—this proposal would permit a builder to designate as investment property any real property owned by him for 18 months or more. He could then benefit from the lower capital gains rate in the sale or exchange of such property. Bill H.R. 8102—this bill seeks to extend to pools of capital, formed for investment in rental housing or in mortgages, the same "conduit" tax treatment now extended to security investment companies. Bill H.R. 236 or Bills H.R. 968, H.R. 5899—these bills provide for income-tax deductions of extraordinary household repair and maintenance costs comparable to deductions now permitted for medical expenses. Bill H.R. 1065—this bill would permit a distinction between deductible and capital expenditures in slum clearance and rehabilitation programs.

Tips for house traders

Results of a semi-annual NAREB survey indicate sales prices for good-quality, existing homes will continue at current levels during the first half of '58 in a majority of areas. In those areas where "used" home prices have gone up, these were the main reasons reported for the increase: (1) the pressure of increased population; (2) rising cost of labor, materials, land and land development for new housing; and (3) the lesser number of good listings available as new home purchases were postponed. Explanations for lower prices than those of a year ago centered around financing difficulties, particularly where a low-equity loan was not avail-

able and the owner was unwilling to accept a second mortgage.

Prefab's flexible future

Prefab construction offers all builders a tremendous opportunity. If you're a custom builder, you may be surprised to know that you can get the nearest thing to custom building out of today's prefab packages. And, for the low-cost home builder, here's something new: National Homes has a new 3-bedroom model which can be built in the Lafayette, Ind., area (the company's home ground) for \$7,600. A family with a \$65.25 weekly income can finance this house. To find out the latest dope on what's new in prefabricating, see "Prefab's Flexible Future," on page 69.

Low-cost housing booms

Reports continually point out the tremendous market waiting for builders who come up with good low-cost housing. In Cleveland, the Dover Co. reported the sale of 360 houses in 48 hours. Some 200 homes were sold in one day. Then the company sold another 160 houses the following day. The houses are four-bedroom, two-bath, ranch-style models, priced at \$10,495. About 20,000 visitors jammed the company's development near Warrensdale in one day.

Open-door policy

A Connecticut builder has a practical way to get real-estate brokers to show clients his model homes. He mailed out 200 master keys to the models and invited brokers to show any home at any time without phoning for permission. When a house is sold, the builder notifies all keyholders and changes the front-door lock. Then he moves the lock to his next new model. Escutcheons on open models are painted a bright red so that his houses are easily recognized. Cost of keys and tags: \$80.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. Patent Office and Canadian registrar of trade mark.

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R

VISIBLY DIFFERENT

O

W

REMOVABLE WOOD WINDOWS



STYLED FOR DISTINCTIVE HOMES
PRICED COMPETITIVELY

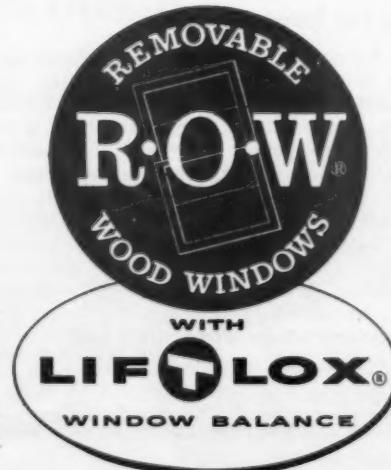
You can *now* get custom styling at stock millwork prices. The modern LIF-T-VIEW pattern, shown here, is just one of the many new R.O.W styles designed to provide more architectural variety with quality windows.

Every builder wants his homes to have the flair of distinctive styling. That's one reason why more and more smart builders and owners are depending on the *full line* of R.O.W window types and sizes.

They are sold on the removable feature, too, and the LIF-T-LOX balance that makes raising and lowering "finger-pressure" easy. All of this—plus the insulation and beauty of fine wood—at competitive prices.

See your local lumber dealer or write

R·O·W SALES COMPANY • 1312 ACADEMY • FERNDALE 20, MICHIGAN



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"NOBODY COVERS AMERICAN BUILDING LIKE THE **AMERICAN BUILDER**"

PLANNING → BUYING → BUILDING → SELLING

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February 1958

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

Here's a powerful "assist" to help your sales

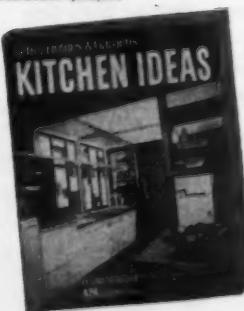
This **16-page entry blank**
is bound right into
January issues of
3 great Meredith
idea books



Circulation: 1,300,000



Circulation: 4,500,000



Annual Sales: 250,000



...and page 13 sends customers
right to your door!

Imagine! Three of the most influential *prime movers* in the home building and improvement field are putting *sales material* right into your customers' hands, so they can get started immediately! This \$125,000 contest is going to be the building industry's major effort in 1958, and no one knows the need for such a promotion better than home improvement suppliers and lending agencies!

This is *your* program, designed by your own industry, to help your business. Tie-in with it and give it your full support, because you will gain increased profits in the long run. Get hold of an entry blank yourself, and see what a good job page 13 does of building traffic for you and sending you "hot" prospects.

Display this seal—the sign of Contest Headquarters—so customers can recognize you as a contest authority. For further information contact: The Home Improvement Council, 2 East 54th Street, New York 22, New York. Phone: PLaza 1-7178, Don Moore, Executive Director.



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PUBLIC APPRECIATION OF SCHLAGE QUALITY

Lovely Locks...The Jewels of Home

You see the craftsman's and the artist's skills in famous locks

by **SCHLAGE**

The locks that never end grace your home represent only a tiny fraction of total building cost. Yet locks are an invisible—yet most visible—factor in day-to-day living—your other home accessories deserve such thoughtful selection.

Today as for a quarter-century, the name that means fine locks, day to day, is Schlage. Each Schlage design is a poem in metal, meaning a fine product as a work of art.

Ask your building supplier or dealer for Schlage beauty-style locks or through the house, Schlage Lock Company...San Francisco, New York, Vancouver, B.C.

Advertising like this full-color Better Homes & Gardens page means more of your customers will recognize the Schlage brand as a sign of good building

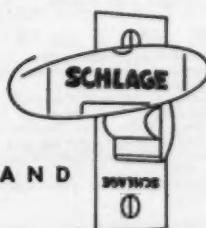
A major lock manufacturer—Schlage—is setting out to win preferred brand recognition by the general public as well as the trade.

Schlage's superior finishes and trouble-free performance have made these locks the choice of many fine home builders for a quarter-century. Now these values will be featured in striking full-color, full-page ads in Better Homes & Gardens and other magazines. New millions will know the

Schlage name is their assurance of distinguished styling and top quality.

Your jobber or Schlage representative will show you how to capitalize on Schlage's national advertising in the homes you build. Or for further information write P.O. Box 3324, San Francisco, 19. Schlage Lock Company...San Francisco...New York...Vancouver, B.C.

AMERICA'S MOST DISTINGUISHED LOCK BRAND



AMERICAN BUILDER

WOOD WON'T ROT WHEN IT'S

GOLD

AND DRY

Living fungi, which break down the substance of wood are microscopic and abundant. But they need WARMTH and DAMPNESS to develop. Dampness will also peel off paint, crumble plaster, cause iron and steel to rust.

Vapor can flow through asphalt, paper, plaster and most building materials. It condenses when, upon striking a colder surface, the air in which it is suspended reaches a dew-point.

An empty air space is a good insulator against heat flow by Conduction because of its low density. But air does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 93% is by Radiation, depending on direction of heat flow. All but about 7% of the rest is Convection. The surfaces of scientific multiple aluminum have a high 97% reflectivity for heat rays; a low 3% absorptivity and emissivity. Its layers of aluminum drastically retard Convection. Conduction is slight through its preponderant low density air spaces.

Scientific multiple aluminum insulation is long and continuous and almost completely impervious to water vapor. Vapor infiltration under its flat, stapled flanges is slight.

Where multiple aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces, will gradually flow out as vapor through exterior walls and roofs as vapor pressure develops within; because vapor flows from areas of greater to less density. The vapor cannot back up through the almost impervious aluminum, so it flows out, because exterior walls and roofs have substantial permeability in comparison to aluminum, far greater than the required 5 to 1 ratio.

To obtain maximum uniform depth protection against heat loss and condensation formation, it is necessary to use **edge-to-edge** multiple aluminum, **each** layer of which stretches from joist to joist.

The U. S. NATIONAL BUREAU OF STANDARDS brochure: "Moisture Condensation in Building Walls," discusses vapor and heat flow,



and the causes and prevention of condensation. Use the coupon. Get a copy at our expense.

Thermal Values*, Infra Rectangular Insulations

Non-metallic Insulation Equivalents†

	UP-HEAT	DOWN-HEAT	Cost, Installed‡
TYPE 2	C.177=1 $\frac{1}{4}$ "	C.064=5 $\frac{1}{2}$ "	5¢ sq. ft.
TYPE 3	C.142=2 $\frac{1}{2}$ "	C.049=6 $\frac{3}{4}$ "	6¢ sq. ft.
TYPE 4	C.105=3 $\frac{1}{2}$ "	C.042=8"	8¢ sq. ft.
TYPE 5	C.081=4"	C.034=9 $\frac{1}{2}$ "	10¢ sq. ft.
TYPE 6	C.068=4 $\frac{1}{2}$ "	C.034=9 $\frac{1}{2}$ "	11¢ sq. ft.
TYPE 9	C.043=7 $\frac{3}{4}$ "	C.029=11 $\frac{1}{4}$ "	16¢ sq. ft.

Types 1, 7, 8 also available

*Determined by method of National Bureau of Standards
in H.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in
Fed. Specs. LLL-F-321b; HH-1-585; HH-1-521c; HH-1-551a.

‡Approximate cost, material and labor, new construction between wood joists.

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The Building Outlook

AN OPEN LETTER TO THE 85th SESSION OF THE UNITED STATES CONGRESS

"... an increase in home building in 1958 could be the determining factor in bringing the United States out of the business recession into which it has begun to turn."—NEW YORK TIMES, page 1, Jan. 5, 1958

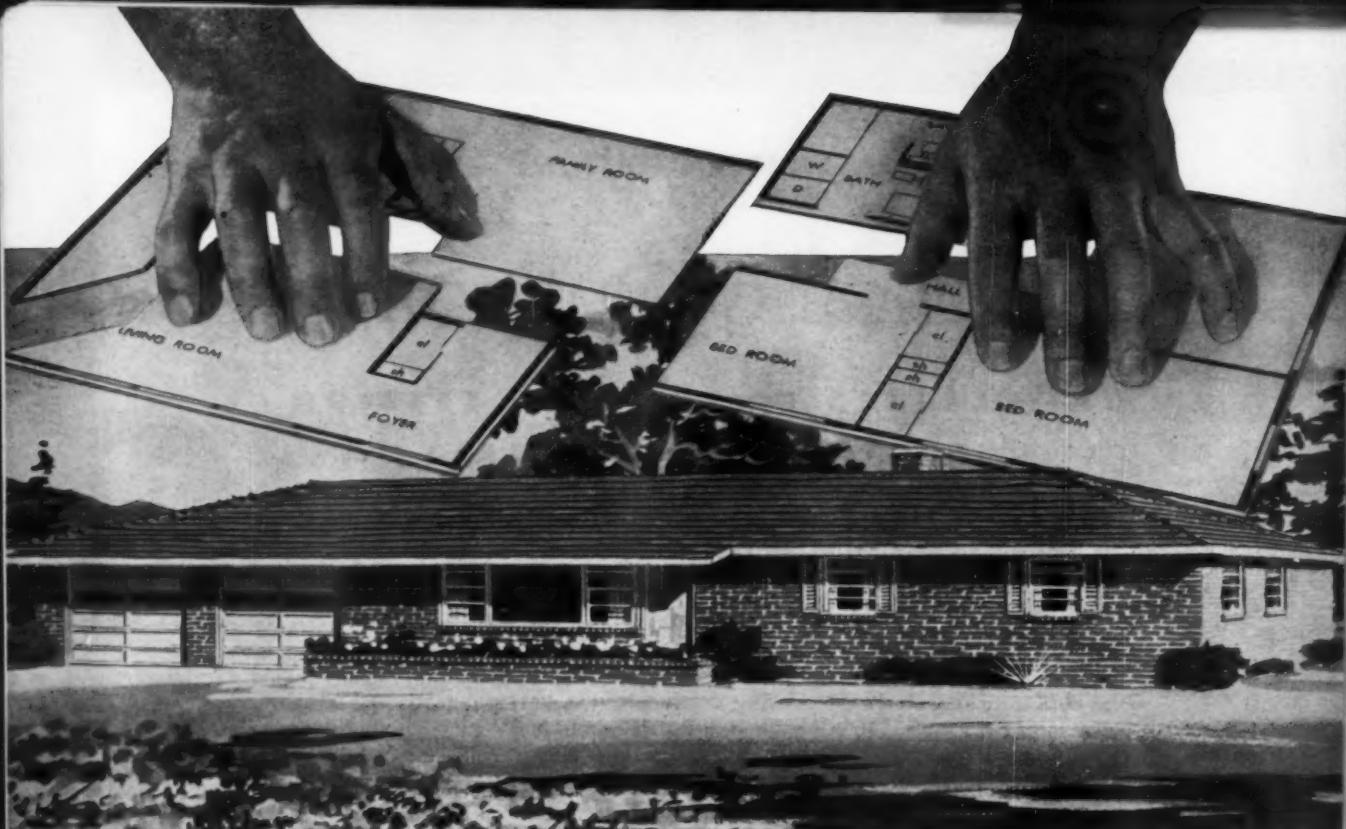
AMERICAN BUILDER agrees wholeheartedly. The economic factors are indisputable. Building construction is second only to manufacturing in value of products added to the U. S. economy year by year. Any weakness in home building depresses many related industries. Just a few are lumber and plywood, glass, paint, gypsum, appliances and furniture. AMERICAN BUILDER has repeatedly pointed out the necessity for a stepped-up home program—not only because of the industry's impact on the economy—but because there exists a basic need to better house our ever-growing population. A million homes a year is totally inadequate: what is needed NOW is a housing policy aimed at 2,000,000 units a year.

... The Administration has already taken major steps to keep home building—and our economy—on an even keel by . . .

... raising interest rates on FHA-insured loans to a more competitive level . . . putting into effect the Housing Act of 1957 with its lower down-payment schedule . . . having FRB cut its discount rate in order to ease credit . . . relaxing FHA credit standards for home buyers because, according to FHA Commissioner Norman Mason, "we believe more families can support payments for housing expenses up to one-third of their first \$3,000 of after-tax-family income, plus one-fifth of their after-tax-family income over \$3,000." . . . allowing inclusion of appliances and air conditioning in FHA-insured loans for houses costing over \$12,000 and \$15,000 respectively . . . setting into motion the Insticorp plan . . . including FHA settlement costs in loans.

... BUT THAT'S NOT ENOUGH. Congress and the Administration must raise their sights by immediately passing and putting into effect the following legislation and programs:

- ♦ Act on USSLL's 90% and/or FHA's top 20% insurance plans.
- ♦ Provide capital loans or federal insurance for private water and sewerage loans.
- ♦ Improve FHA financing by (1) raising maximum mortgage to \$25,000 or \$30,000; (2) lowering down-payments still further in middle-to-lower-price bracket homes; (3) up-dating qualification procedures within risk of insurance program.
- ♦ Revise trade-in financing to make it more workable.
- ♦ Continue VA program for World War II veterans IF interest rate is raised.
- ♦ Unfreeze funds authorized by Congress for military housing and other special housing programs.



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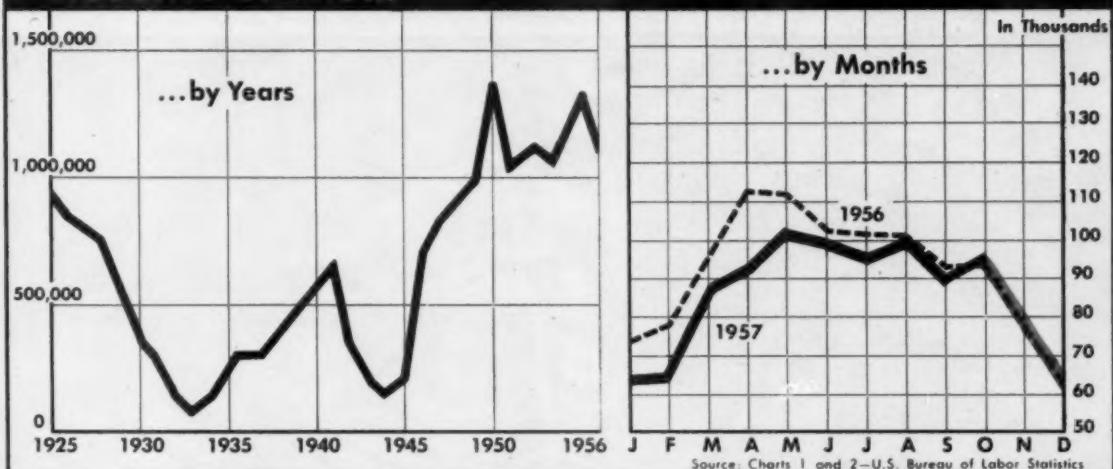
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STREET _____

CITY _____ ZONE _____ STATE _____

Pulse of Building

HOUSING STARTS ...



Interpretations:

Biggest housing news in 1957 was that the year ended with starts over 39,000 above the million mark. Total construction also set a record of \$46.1 billion. Although December starts fell off, the figure probably does not represent the relatively large volume of recent FHA applications. The effective housing market can expand substantially this year to include many more middle-income families. Reasons for this include easier money conditions and recent revisions in FHA regulations.

15 LEADING HOME BUILDING AREAS

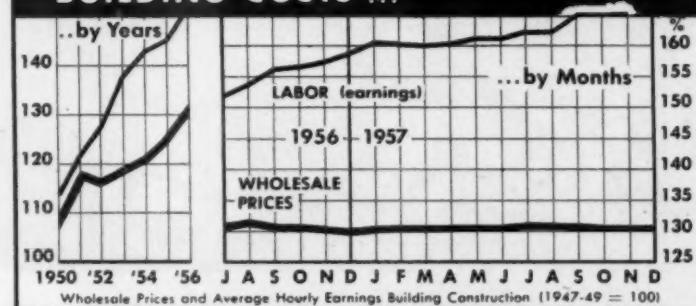
Dwelling units in Metropolitan areas during the first nine months of 1957. (BLS)*

	Units	% Change Jan.-Sept. 1956-57
Los Angeles	63,562	-10
New York	48,334	-21
Chicago	33,050	-19
Detroit	19,824	-24
Philadelphia	16,556	-17
Miami	14,276	+10
San Francisco	14,208	-20
San Diego	11,788	+25
Washington	10,554	-21
Baltimore	10,053	+13
Cleveland	10,053	-8
Phoenix	8,793	+43
Milwaukee	6,807	+3
Denver	6,273	-13
Seattle	6,157	+8

* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.

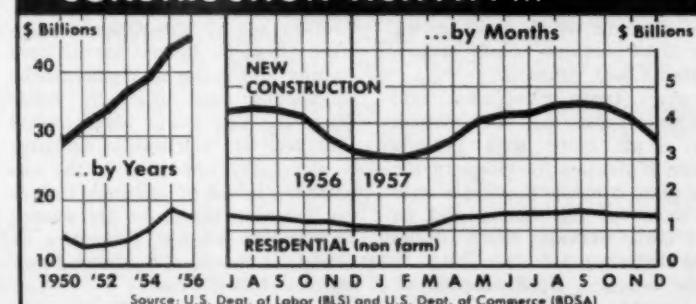
1 1957's TOTAL STARTS of 1,039,200 included 989,700 private units. Private housing, as a whole, dropped 10 per cent last year, but private apartment building and public housing (mostly Capehart) rose sharply.

BUILDING COSTS ...



2 PRICE DECLINES in December, chiefly for lumber and heating equipment, were offset by gains in other commodities. Overall, prices lately have been fractionally below, and wages 6 per cent above, a year ago.

CONSTRUCTION ACTIVITY ...



3 THE 3 PER CENT increase in new construction activity in 1957 to \$46.1 billion set a new record. This was despite a small drop in private housing. Physical volume was about the same as in 1956.

Tomorrow's House



A star-shaped roof sets the design of this wood

The photo above shows more than the web-like underside of a pleated roof. It focuses on the three elements which make up the core of this unique house: rafters, sheathing and columns.

Rafters (with cross ribs) and sheathing form the roof, which does much more than provide shelter. It dictates the shape of the floor plan; it molds the whole style or "look" of this house, and its open dome provides much of the home's light.

The columns, third member of

the core's trio, support the roof. Nothing else in the house is load bearing.

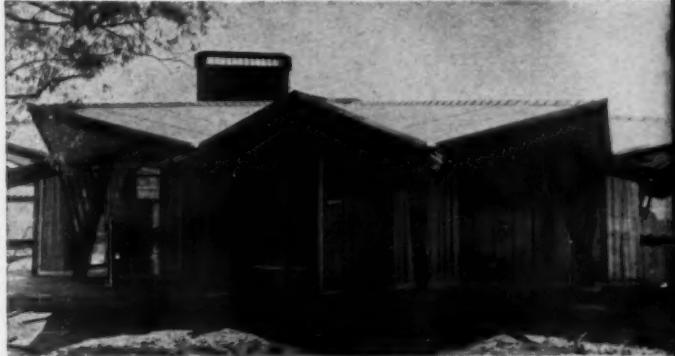
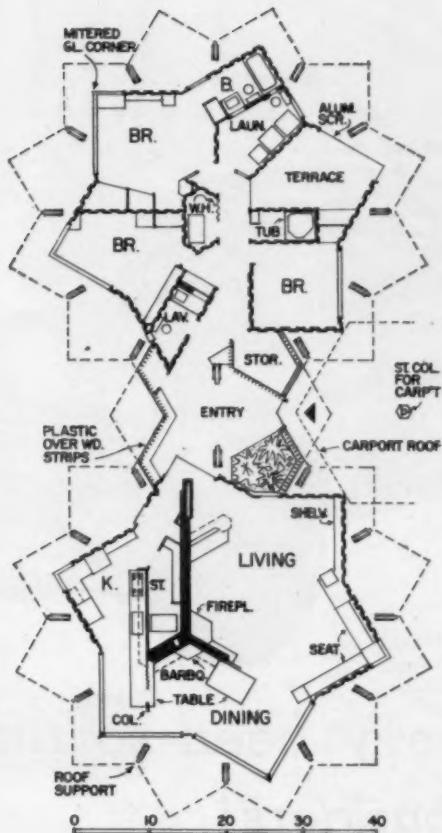
Designed by New Orleans architect Albert C. Ledner for his own family, the house isn't going to be duplicated very often by home builders. Yet, many ideas spelled out here are worthwhile studying.

Especially important is the underlying intent of architect Ledner in designing his house. He wanted to use the natural properties of wood (in this case, Southern Pine) to their fullest extent.

NO BUTTRESSES needed here, since strut-firmed column leans in at precisely the right angle to meet down and outward thrust of roof. Two 2"x8"s make column.



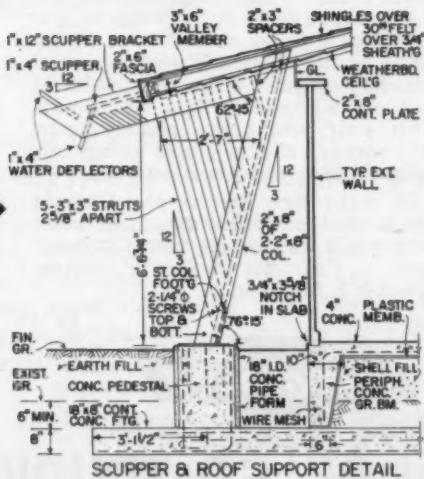
WHAT



SUGGESTION of the Oriental is achieved by roof. Glass doors in center lead to dining room. Lapped 2"x10" siding, right, gives board and batten effect.

◀ **FLOOR PLAN** includes over 2,000 sq. ft. of living space. Wood and glass exterior walls are sufficient insulation for New Orleans climate, according to Ledner.

and glass house

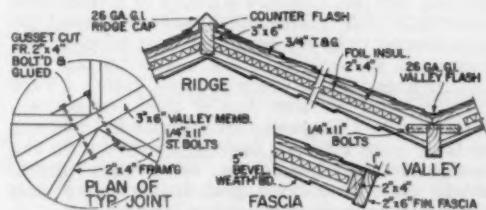


WHAT →



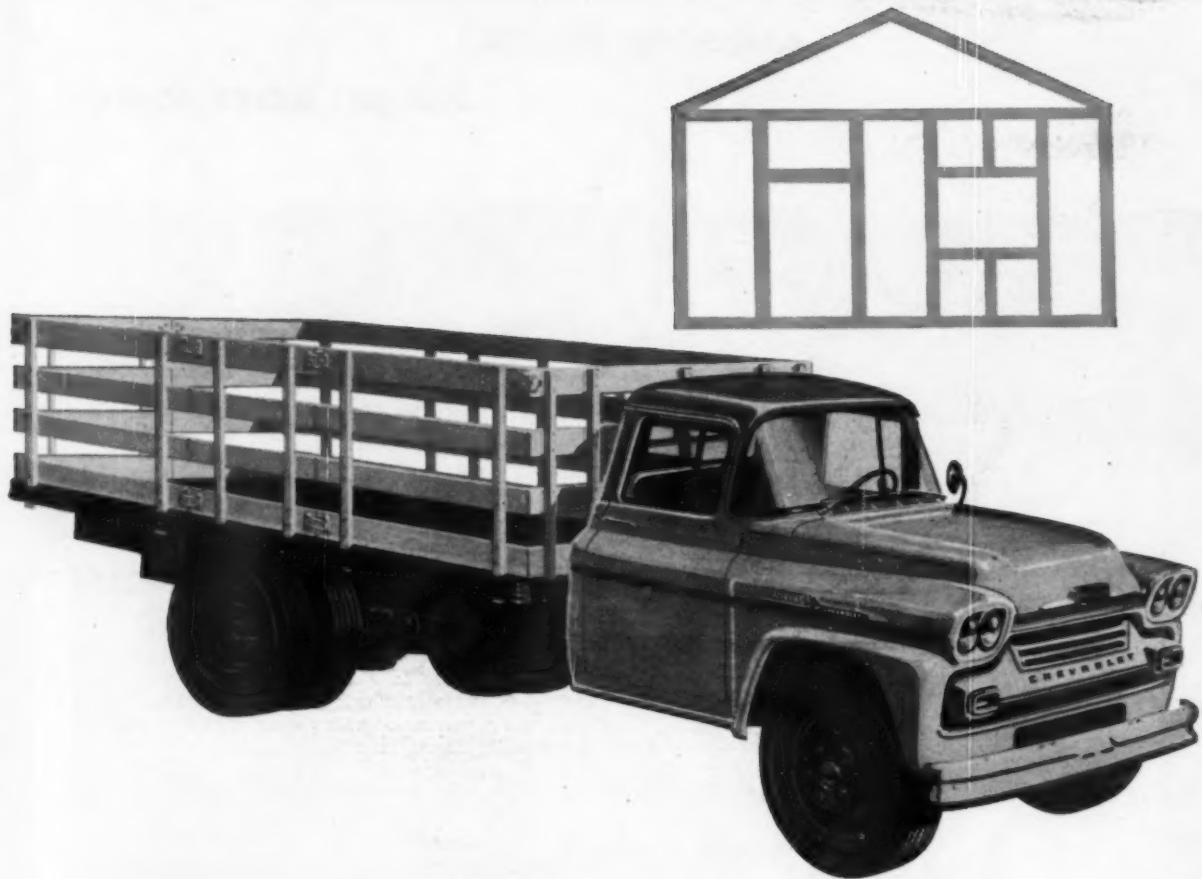
KEY ELEMENT in roof construction, Ledner says, is 1"x6" tongue-and-groove sheathing, which serves as structural skin for roof frame; helps make 42' span.

HOW →



UNDERSIDE of roof is 5" bevelled weather board, chosen to give ceiling interest. Roof is finished with a layer of 30# felt, topped by asphalt shingles.

SEE HOW 2"x8" columns are bolted to a 1/4" steel footing, instead of being imbedded in concrete pedestal. Steel foot is fixed in concrete by four 12" rods.



Never before has Chevy been so right for home builders!

Here's a truck specially designed to take to your kind of work like a duck takes to water! It's Chevrolet for '58 with new hustle, muscle and style that mean money in your pocket!

As you can see, Chevy's a honey of a truck this year, and that handsome, broad-shouldered '58 appearance only hints at the host of new and improved features that are ready to put you dollars ahead in the years to come. *Here's a truck ideally suited for your line of work.* In styling, for instance, Chevrolet for '58 has what it takes to build your business prestige every day in the week: new dual headlamps, new massive grille, newly contoured hood and fenders, new cab beauty, to mention just a few innovations.

And what workers these new Chevrolet middle-weights are! There's extra power to do more work faster from new, more durable Taskmaster V8's . . . or from a new version of the famed Jobmaster 6, standard in Series 60. *High G.V.W.'s*—up to 14,000 lbs. in Series 40, and up to 21,000 lbs. in Series 50 and 60 models when equipped with heavy-duty options—assure big, profitable payloads. And you'll have the right chassis components for your job: husky parallel-design frame, hefty rear axle and the proper springs and transmissions to meet your needs precisely.

There are many such reasons why Chevy's never been *so right* for your work—many more reasons why you'll want to see your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



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Prominent builder tells how:

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October 22, 1957

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Sales Manager

Fedders-Quigan Corp.

Maspeth 78, New York

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Cordially yours,
R. M. Berkley

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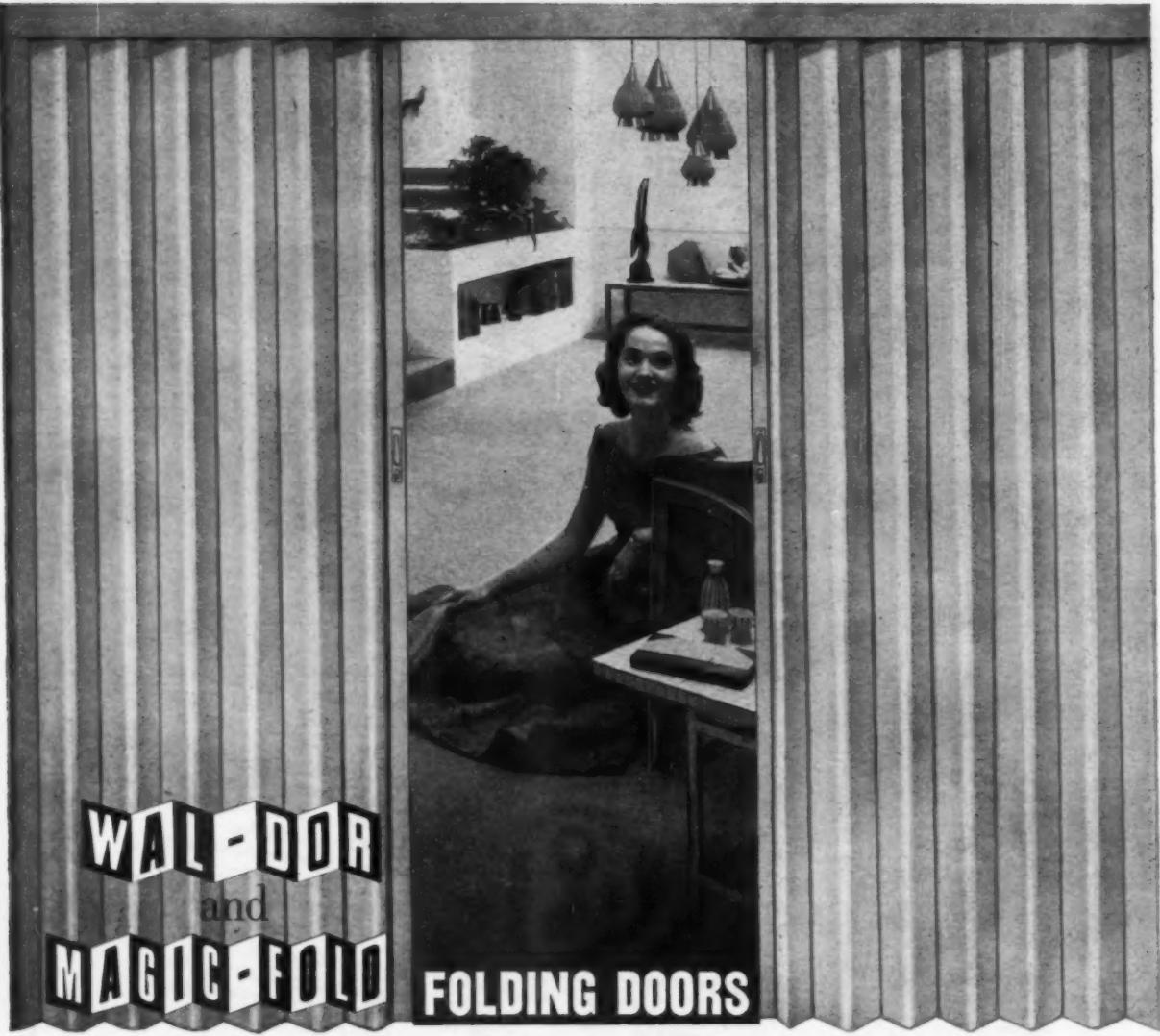
Fedders-Quigan Corp. - Dept. AB-28
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Gentlemen: Please send me, without obligation, complete information on central air conditioning with Fedders All-in-One Adaptomatic.

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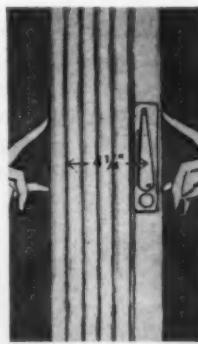
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GOING TO PRESS

Which loan plan will get the nod? Builders lean toward USSLL's

One of the hottest housing issues facing Congress this year will be a choice between two similar loan plans: the U. S. Savings & Loan League's proposal to up its lending ratio to provide 90% conventional loans; and Albert M. Cole's proposal for FHA to insure private lenders against the top 20% of their risks. (See AMERICAN BUILDER, January, page 20.) A bill encompassing the USSLL plan was introduced at the last session of Congress. Fate of the FHA proposal is up in the air.

Whatever happens, one thing is certain. There's plenty of support for and opposition to both plans.

Following HHFA Administrator Cole's announcement of the FHA plan, Sen. Ralph Yarborough (D., Tex.) denounced it as a scheme for the government to "become partners with the money lenders." The plan was also denounced by officials of the USSLL who inferred that the government was trying to side-track the League's plan.

As far as builders themselves are concerned, an AMERICAN BUILDER press-time telegraphic survey gives a slight edge to the USSLL plan. The FHA proposal is running a close second.

Main reasons given by the builders for their preference for the USSLL plan is a desire to get away from any more governmental whims and controls in the housing industry. Builders feel that the League's plan is more workable and simpler to administer.

Other builders believe that FHA has enough to do to make its present programs work, without taking on any additional problems. They also feel adoption of the USSLL's plan would be a step toward bringing housing problems back to private enterprise where they might better be solved.

Those builders who indicated a preference for the FHA proposal did so mainly because they believe it has a better chance for passing Congress than does any private plan.

They may be wrong. This is a defense-minded Congress. There seems to be little chance of any non-defense bill passing if it requires spending of "unnecessary" funds.

However, there's one point of agreement between the builders who favor either or both of the plans. If one of them goes through, builders believe the mortgage market definitely will be aided.

USSLL OR FHA?

Builder survey: American Builder capsule report

... and here's what builders think about the

→ "I am in favor of FHA's proposal to insure private lenders against the top 20% of the loan provided. FHA's processing procedure is revised to permit lenders to close loans on an automatic basis without obtaining a prior firm commitment of proposed mortgagor. The plan would help ease the mortgage market. . . . Interest rates should be controlled on the basis of supply and demand for money."

"I would prefer adoption of the U.S. Savings & Loan League's plan over FHA's. The FHA plan requires additional financial burden on the government while the League's plan can be put into operation immediately without . . . involving the government."

"Also, there is less likelihood of governmental whims and control in the League's plan. It is workable and simple to administrate. The League's plan is a step toward bringing housing problems back to private enterprise."—B. H. Smartt, Colorado Springs, Col.

→ "I would prefer FHA top twenty per cent insurance for private lenders. I think this has the best chance for passing and easing money shortage."—Martin G. Barbour, Owensboro, Ky.

→ "I am in full accord with both FHA's proposal and the U.S. Savings & Loan League's plan. They definitely will ease mortgage financing unless stipulations are included that are cumbersome and too restrictive."—George W. Sandquist, Minneapolis, Minn.

→ "I recommend letting FHA work on improving its present maximum loan program. I prefer competitive plan . . . such as suggested by U.S. Savings & Loan League under a separate government loan-guarantee corporation. Or, better yet, a private home-loan guarantee bank could be set up. This fresh outlook, I believe, would stimulate the money market for housing."—John J. LaPorte, Portland, Ore.

→ "I have supported the U.S. Savings & Loan League's plan for five years. FHA's plan would require less insurance."—Ivan H. Gore, Columbus, Ohio.

→ "Both the U.S. Savings & Loan League's plan and FHA's proposal would ease the mortgage problem. I also suggest continuance of the GI program at a proper interest rate."—Lawrence Iamarata, Bronx, N.Y.

→ "In my opinion, industry needs more money for long-term financing. Both plans appear to me a smoke screen that would attract only meager, if any, additional funds."

"Legal problems, no doubt, would develop in many states under the 20 per cent plans, thus slow down and further complicate [mortgage problems]. Current FHA, with proper interest rate, cash settlement and full guarantee even during foreclosure, would, in my opinion, be the most logical and

DICKERMAN'S COLUMN . . .

Spotlight falls on conventional loans

by John M. Dickerman, Executive Director, National Assn. of Home Builders

In contrast with other years, the subject of conventional financing will occupy a substantial portion of the time Congress will devote to housing legislation.

The emergence of two conventional insurance plans and the growing use of secondary financing devices are immediately responsible for the desire of members to look beyond FHA and VA home-financing programs. There are, however, a number of underlying reasons for the projection of conventional financing to the foreground. The virtual demise of the GI program, discount controls, the fixed rate of interest on FHA mortgages and the general tightness of mortgage money all



Dickerman

have combined to establish a trend toward conventional financing.

One conventional insurance plan already is before Congress. It was introduced late in the 1957 session by Chairman John Sparkman (D-Ala.) of the Senate Banking and Currency Committee's Housing Subcommittee, at the request of the U.S. Savings and Loan League. The second plan, that of Housing and Home Finance Administrator Albert M. Cole, was unveiled in preliminary form last November. Both would insure the top portion of conventional loans. They have aroused considerable interest in the home-building industry.

The USSLL plan would establish a new federal insurance agency within the Home Loan Bank System. As presented in its original form, in the bill introduced by Sen. Sparkman, the financing would be

provided by the Home Loan Bank System. The privileges of the system would be limited to savings and loan associations. Subsequently, USSLL has indicated it would not oppose an amendment to broaden the eligibility of participating members beyond savings and loan members. Mr. Cole's scheme would add a new and distinct mortgage program to those now administered by the FHA.

The plans have been under intensive study by NAHB and other elements of the home building industry. Should either or both reach the action stage in Congress, it is likely that the issue will be highly controversial and the opposition formidable.

Another issue seeded with controversy is the growth of secondary financing in conventional mortgage (Continued on page 208)

two plans

quickest solution. It is urgently needed."—*Ben C. Wileman, Oklahoma City, Okla.*

Any proposal which would have a tendency to stimulate sales in home building will receive my complete endorsement. On the surface this (FHA) proposal looks and sounds good. However, further study on my part is required before I can give a definite answer."—*Gene L. Vescovo, St. Louis, Mo.*

I believe the FHA proposal can insure private lenders giving top 20 per cent provided lenders are permitted to go to 90 per cent. The loans would be invaluable for the industry and do much towards easing the present tight-money situation."—*Robert A. Bready, Aberdeen, Md.*

I am very much in favor of the U.S. Savings and Loan League's plan."—*Fred P. Meagher, Upper Darby, Pa.*

Initial reaction to FHA's plan—from persons closely allied to the home building industry and from Congressmen—was mixed.

Support for the program came from W. Franklin Morrison, president, National Savings & Loan League. He believes it would bring a 15 per cent increase in mortgage financing.

On the other hand, Rep. Albert Rains (D., Ala.) chairman of the Housing Subcommittee of the House Banking and Currency Committee, declared: The plan is "hasty and ill-conceived." He added that its chances of Congressional approval were "nil."

Congressional opposition is expected for two reasons: there is a lack of definite interest-rate ceiling; and, alleged failure to continue government protection to buyers through FHA construction standards. Congress seems much more likely to act on the U.S. Savings & Loan League's program.

If and when Congress approves either plan, there's another problem to be faced. Many state laws now set a limit on maximum mortgages. These laws will have to be amended to exempt the new plans.

Meet the builder

Question: Do you favor FHA's plan to insure capital loans for water and sewerage systems?

"Low-cost home sites would be available"

Insuring of capital loans by FHA of water and sewerage systems and other site improvements would produce and make many more lots available to builders in this area.



It would provide more lots and sites for lower-cost houses. It would make it possible for a larger percentage of families who cannot now qualify under FHA to buy. This new plan would allow builders to use capital for building instead of having it tied up in site improvement.

—*C. Fred Dally, Seattle, Wash.*

"It would encourage raw-land development"

We encourage wholeheartedly any program to aid builders in developing community facilities, particularly sewage disposal. It would encourage builders to develop raw land. It would release capital for more production and land acquisition.



It would encourage builders to provide better sanitary facilities. It would induce lenders to participate in overall tract development. It would be invaluable to small tract builders.

—*Hayward McIntosh, Pittsburgh, Pa.*

"Town planners could plot out large areas"

I favor this plan. It would permit utilization of sub-marginal lands undeveloped because soil conditions do not permit proper septic-tank operation. It would allow towns to reduce plot-size requirements that are so exorbitantly high because of the fear of septic tanks not operating properly. It would be a great boon to town master-planning since

future developments could tie into these water and sewerage facilities. Towns could think in terms of developing an area and not small subdivisions. A builder would require less

capital since he would not need so much capital for sitework improvements before work on houses began. Naturally, all of this is based on the following premises: loans be of a reasonable amount, have a reasonable interest rate and have a reasonable amortization period; construction standards for the facilities should be realistic.—*James D'Agostino, Teaneck, N.J.*

"Positive action is needed on this plan"

In view of the skyrocketing development costs in this particular area,



the new FHA plan to insure capital loans for water and sewerage systems in small developments would have substantial merit. We, in this area, would like to see FHA take positive action on this.—*R. D. Prigmore, Colorado Springs.*

"It's a solution to major problems"

Insurance by FHA of capital loans for water and sewerage systems would overcome developers' major problem.



Rapid development of urban areas in past decade has strained municipalities' ability for utilities expansion and/or participation to zero point. Increased costs have made fringe development almost prohibitive.—*J. O. Grant, Macon, Ga.*

Outlook for '58: builders anticipate favorable year

What kind of a building year can you expect in 1958? Taking everything into account, builders contacted in a recent NAHB survey found reasons for optimism. The survey was made in connection with the Builders Intention Roundtable. It covered such items as volume outlook, demand and financing. Here's what builders said:

- **Volume outlook:** 45 per cent feel housing starts will be up nationally; 25 per cent said they would be down. In their own operations, however, reporting builders plan to start one-fourth more units than they did last year.
- **Demand:** Nine out of ten builders said that demand in their markets would be the same or better.
- **Future financing:** Some shift to

easier financing is indicated. Nearly half of the builders expect permanent financing to ease, while only 15 per cent think it will be tighter. Regarding construction financing, 28 per cent look for some loosening, while eight per cent feel it will be tighter.

- **Costs:** A majority of builders expect costs to be higher in '58 than last year. Approximately, 40 per cent look for higher material prices, 60 per cent expect higher land costs and 70 per cent said labor costs would be up. Despite rising costs, the builders plan more lower-priced homes so that the reported median is slightly lower than last year.

This shift to lower-priced houses doesn't mean a reduction in the size of the house. Half of the builders said their '58 homes will be the same size as in 1957. About 35 per cent plan an increase in floor area. One builder in six intends to increase the number of bedrooms, while none plans fewer. Little change is indicated in the

number of bathrooms, but there is some expectation that larger lots will be used.

- **Profits:** A little over half of the builders say their profit margin will be reduced, while only one in twelve expects an increase.

- **FHA interest increase:** If the Administration increases the FHA interest rate above 5 1/4%, three-quarters of the builders said discounts and fees would be reduced. Two-thirds said it would improve the flow of money. However, nearly two-thirds said any increase would restrict the sales market.

- **Secondary financing:** Nearly all of the builders reported that second mortgages were being used on some part of the conventionally-financed homes in their communities. Moreover, three-fifths of them said that the use of second mortgages had increased over the past year. However, only two-fifths of those reporting builders who sold under conventional financing used second mortgages in any part of their sales.

LUMBER DEALERS . . .

How to offset the new home cutback

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

The sales manager of a manufacturer of kitchen appliances recently told a lumber dealer audience that going into the kitchen-remodeling business is an excellent way to build up consumer traffic. Few will dispute his advice. Certainly the kitchen gets modernized more often than any other part of the house. And, between major remodeling jobs there may be a number of purchases of wall and floor coverings, counter tops, cabinets, etc.

Moreover, kitchen business draws extra traffic because it usually brings in both the husband and the wife. The chances are that before the job is all set one or both of them will return to the yard several times to approve plans, select materials and equipment, and make credit arrangement.

That is why, as our sales man-



Northup

ager pointed out, dealers whose place of business is not on "Main Street"—or in a heavily traveled area—may find that emphasis on kitchen jobs will bring about a healthy boost in their store traffic. This can lead to extra sales of a good many non-kitchen items that husbands and wives see on display as they work out their kitchen plans.

Dealers who decide to develop a big kitchen business have everything in their favor. Kitchen equipment and materials are being advertised heavily by dozens of national advertisers. Indeed, the volume of magazine advertising devoted to kitchen cabinets and appliances must be several times greater than the amount spent on promoting any other type of building products.

Selling kitchen jobs is no push-over, however, both because there is a lot of competition and because it requires special talent and ability. The successful kitchen salesman has to learn how to deal with women.

This is quite a bit different from dealing with carpenters, contractors, and male hobbyists. He needs to have a good sense of design and color, be able to draw up intelligent sketches, take accurate measurements, and know which appeals make the most favorable impression on his feminine customers.

Going into the kitchen business means that the dealer will want to set up at least one model kitchen somewhere in his store. He may find it profitable to have at least two or three models to aid customers in visualizing how their own new kitchens will look.

The women's magazines and shelter books are doing a terrific job of building up a desire for a modern kitchen in their editorial pages, as well as in their advertising pages. With the average modernization job running above \$1,000, cultivating the kitchen market often proves a quick and easy way to win back sales and profits lost as a result of the temporary cutback in new-house construction.



BUILDING isn't Burke's only job. At the recent Texas HBA convention he

introduced one of the speakers, Texas Senator Lyndon B. Johnson (R).

Low-cost houses can be built: they're doing it in San Antonio

Builder E. J. Burke, Jr., has given the depleted low-cost housing market a strong shot in the arm. Recently he introduced the first of 400 homes selling at the low price of \$8,250.

Financed by a special type FHA insurance, 203 (i), the houses can be bought for a small down pay-

ment of 3%, or about \$350. Monthly charges on a 30-year loan come to \$63 including taxes and insurance.

Under 203 (i), maximum mortgage allowed is \$8,000. The insurance is available in outlying areas and small communities where it is not practical to conform with mort-

gage insurance requirements in built-up urban areas.

Highland Hills in San Antonio is the building site. It is said that this is the largest individual project in the Southwest going up under these FHA terms. Burke is bringing the opportunity of home ownership to hundreds who otherwise might not have it.

His reputation for building family-planned homes at low prices is already well-established. (See AMERICAN BUILDER, Nov. 1957, p. 23-W.) And features found in higher-priced tracts are incorporated into the project.

Architect Arthur Guyon designed 31 individual models so no two houses will be the same. Lots are 60' wide and the houses are available with two and three bedrooms. Those with two bedrooms have a family room. The kitchens feature birch-finish Formica counters and double sinks.

Foundations are reinforced concrete slabs. About the construction, Burke said that the same amount of reinforcing steel is contained in the slabs of these houses as in much higher-priced homes. They meet every FHA requirement.

(For a complete feature on the Burke low-cost houses, see AMERICAN BUILDER's March issue.)

Home builder groups install 1958 officers

Traditionally, this is the time of year local home-builder groups install new officers. Here are some of the 1958 leaders.

San Diego: president of the BCA is Hal W. Raft. Other officers named are J. R. Shattuck, re-elected vice pres.; Robert E. Pixton, treas.;

Ray Swaner, secy. . . . **Los Angeles:** Ben C. Deane is the 16th president of the HBI. Elected to take office with him are Milton J. Brock, Jr., 1st vice pres.; John D. Griffith, secy.; Ray K. Cherry, treas. George O. Prussell will continue as executive vice pres. . . . **Portland:** officers

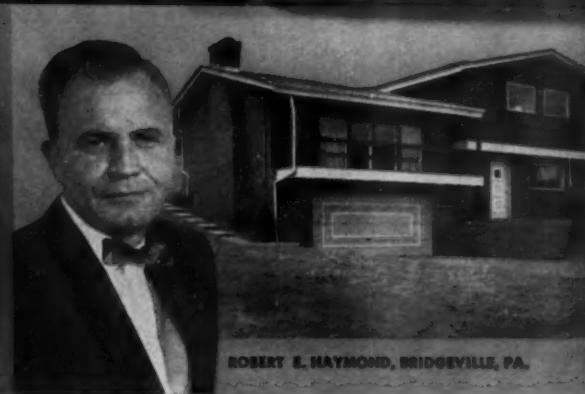
selected by the HBA's nominating committee were accepted unanimously. John A. (Jack) McLeod is pres.; V. Raschio, 1st vice pres.; Leo Hoffard, secy.-treas. . . . **Austin, Tex.:** Edgar Von Scheele of San Antonio was elected president of the state group. H. P. Orts is regional vice pres.; Clyde Capus, state vice pres.; Larry Blackmon, secy.; Harold Smith, treas. . . . **Houston:** Robert W. Clemens is president of the HBA here. Other officers: Melvin Silverman, vice pres.; J. S. Norman, Jr., secy.; Raleigh A. Smith, Jr., treas. . . . **Seattle:** Builders chose E. L. Flowers, pres.; Howard K. Schroeder, vice pres.; Donald V. Chapman, secy.; Donald N. McDonald, Jr., treas.



LEADERS of Dallas HBA. Seated (L to R): Wm. Gaynier, 1st vice pres.; W. H. Roberts, pres.; G. Underwood, 2nd vice pres. Standing (L to R): J. Smith, secy.; L. Lee, treas.



FRED W. AHLEMEIER, ST. LOUIS, MO.



ROBERT E. HAYMOND, BRIDGEVILLE, PA.

“Take it from us... Celotex Hush-Tone Ceilings TRADE-MARK help sell homes!”

HOME BUILDERS ACROSS THE COUNTRY
ARE PROFITING FROM THIS NEWEST SALES FEATURE
OF MODERN CONSTRUCTION BECAUSE

“Prospects like it!”

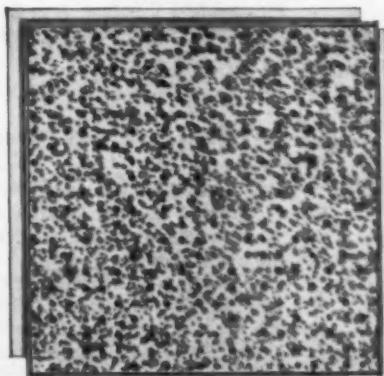
F. W. AHLEMEIER: “Most of our houses are in the \$50,000 to \$100,000 bracket, so our buyers demand the latest in comforts and conveniences, the very best in products. This Celotex Hush-Tone ceiling tile is one of the quality features that give our homes distinction and added sales appeal.”

R. E. HAYMOND: “Hush-Tone Tile is one of the important visible sales features that prospects admire in our model home. We think Hush-Tone FIESTA is the smartest idea yet in ceiling tile because it does a great job of combining quiet with beauty. Our home buyers apparently agree.”

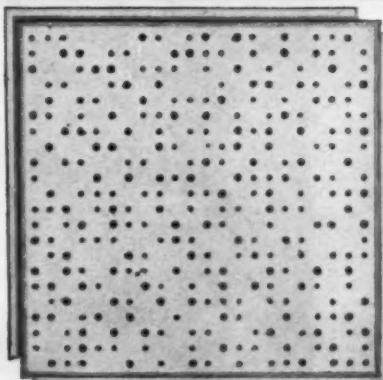
J. W. HESLOP: “The use of nationally advertised products is one of the key sales points for homes in our newest community development, Cuyahoga Manor. The idea of quieting noise with Hush-Tone Tile really helps sell homes—and prospects have confidence in the famous Celotex brand name.”

E. S. & B. W. MARKEY: “In speculative building, the problem is to find products that please the prospects and still are practical for the builder. Our organization is highly pleased with your new Fiesta Hush-Tone Ceiling Tile. We intend to continue using it. Public acceptance is keen.”

FIESTA HUSH-TONE TILE



TRUE WHITE HUSH-TONE TILE.





JACK W. NESLOP, AKRON, OHIO



EDW. S. MARKEY and son BENTON W.
SAN ANTONIO, TEX.



Leading builders know extra sales result from use of products that indicate top quality construction throughout...nationally advertised brands with good "known names." Millions see Celotex Hush-Tone Tile advertised in LIFE...SATURDAY EVENING POST...BETTER HOMES AND GARDENS...LIVING FOR YOUNG HOMEMAKERS...AMERICAN HOME. The built-in selling power of this pre-sold brand name goes to work for you when you say "Ceiling by CELOTEX."

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SEE SAMPLES AT YOUR CELOTEX BUILDING PRODUCTS DEALER



**"New Andersen
Beauty-Line* windows
help me sell
homes fast...
cut construction
costs."**

says *Hugh B. Thorson*
Minneapolis builder of quality homes

"I have featured Andersen WINDOWWALLS in my homes for many years," says Hugh Thorson, well-known Minneapolis builder of quality homes. "The newest Andersen Unit—the Beauty-Line—is the best-looking window I have ever seen! It catches the eye of the prospective buyer at first glance.

"Best of all," Mr. Thorson continues, "the Beauty-Line is easy to handle, easy to install; it saves on-the-job labor."

More and more builders have found that the new Andersen Beauty-Line Units help put more sales appeal in their homes. The narrow meeting rail of the Beauty-Line—plus the combination of picture window effect with operating sash are powerful sales stimulators, with real appeal for home buyers. And, of course, all wood parts of the Beauty-Line Units are made of selected Ponderosa Pine, chemically treated for lasting protection against decay and termites. Units available in seven sizes, four heights, two widths.

For more information on Andersen Beauty-Line Units, see your lumber and millwork dealer, Sweet's File or write to Andersen Corporation. WINDOWWALLS are sold throughout the country, including the Pacific Coast.

*Patent pending.



Exceptionally narrow meeting rail provides better visibility, better design. Picture window effect and loads of ventilation, too!

Beauty-Line Windows add charm and distinction to this \$25,000 home. Note how easily units may be joined together to form mullions and triples.



Andersen *Windowwalls*
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ANDERSEN CORPORATION • BAYPORT, MINNESOTA

Builder Hugh Thorson has featured Andersen WINDOWWALLS in his distinctive homes for many years.





New Armstrong CushionTone Roof Deck combines the modern comfort of sound conditioning with the luxurious appearance of open-beam interiors in this model home.

New Armstrong CushionTone peace and quiet

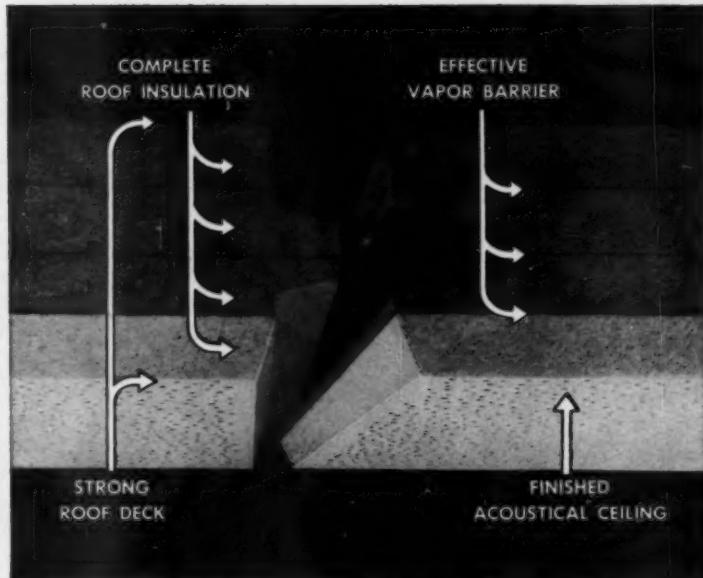
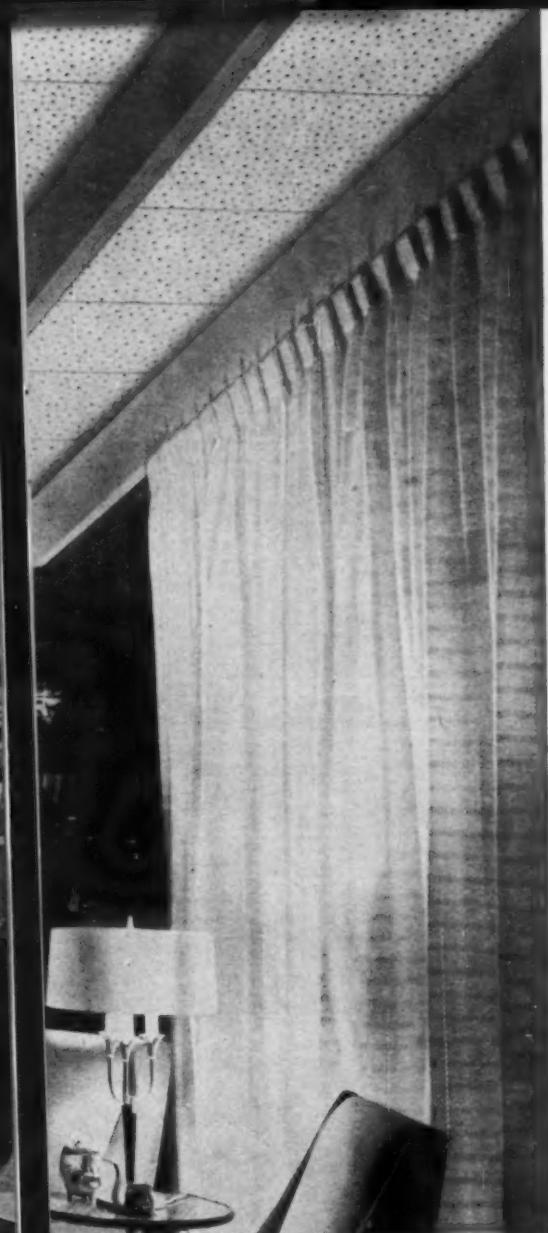
THE luxurious appearance of open-beam interiors can create an impression of value above and beyond the price of the house.

Then, when you offer the modern comfort of sound conditioning along with the beauty of open-beam ceilings, you have a selling combination that is hard to beat!

Armstrong CushionTone Roof Deck is a new building product that combines the sales features

of sound conditioning and open-beam interiors in one easy-to-use roof deck and ceiling material.

Armstrong CushionTone Roof Deck is made up of multiple layers of strong asphalt-impregnated fiberboard. It provides roof deck, complete roof insulation, multiple vapor barriers, and finished acoustical ceiling in one material and in one application. The interior surface is pre-finished with two coats of washable white paint. Perforated in



New Armstrong CushionTone Roof Deck is a 4-in-1 material that provides roof deck, complete insulation, multiple vapor barriers, and finished acoustical ceiling in one fast, simple application. It needs only beams to support it and built-up roofing to weatherproof it.

Roof Deck adds to open-beam interiors

the popular Full Random design, it absorbs more than half the noise that strikes the ceiling. It's available in 2' x 8' panels, 2" or 3" thick, with sturdy T&G joints on all four sides.

Send for free twenty-four-page technical booklet that gives you complete construction details. Write to Armstrong Cork Company, 3902 Rider Avenue, Lancaster, Pennsylvania.

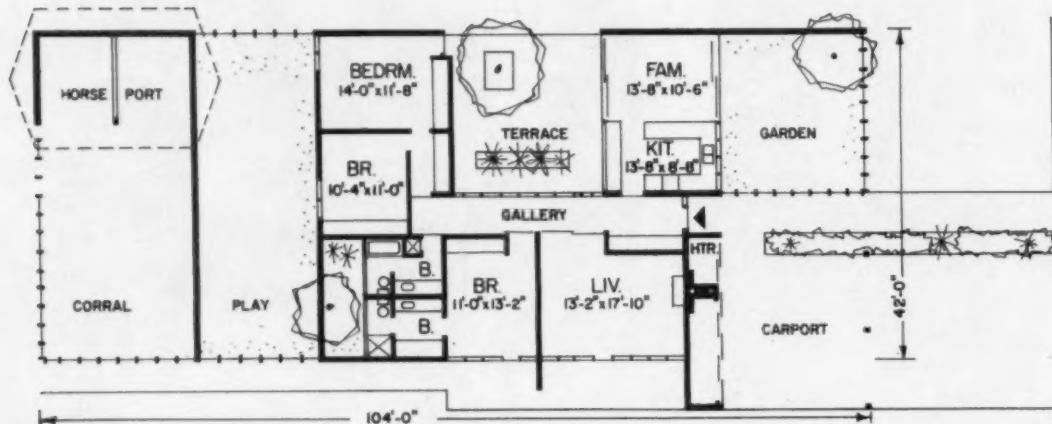
Armstrong BUILDING MATERIALS

Temlok® Roof Deck

Temlok Sheathing

Temlok Tile

CushionTone® Ceilings



INDOOR-OUTDOOR LIVING on a grand scale was basic concept in design of this Northwest model home. Three interior gardens are neatly spaced throughout the plan.

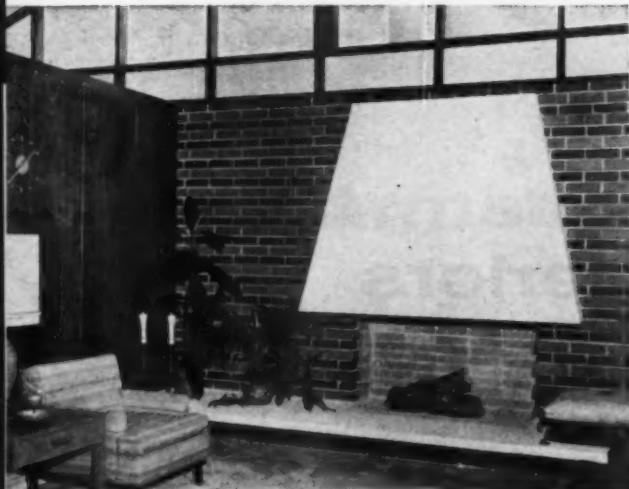
CEDAR SHINGLES, glass and lathing strips are ingredients in the home's striking pattern-and-texture theme. Lathing forms bathroom wall at left of master bedroom.

100,000 traveled to see
this home for modern living

Across Lake Washington and a ten-minute drive from Seattle, the once-tiny community of Bellevue is fast becoming a beehive of better building. To capitalize on the movement of Seattites out to the suburbs, the independent home builders of Bellevue recently pooled their resources and efforts and organized a "Pageant of Homes." And by focusing public attention on one big, dramatically designed, \$40,000-class home that wasn't for sale, they managed to interest 100,000 prospects in the homes they could buy (\$15,000 and up).

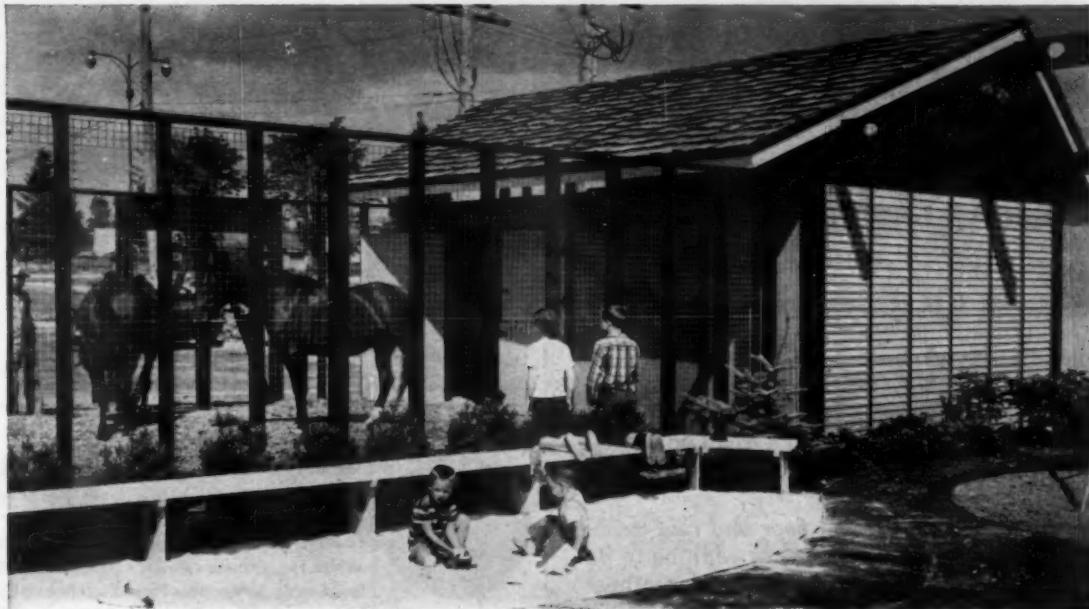
Erected smack in the center of Bellevue's busy shopping square, the model drew 1,300 visitors the first hour. Maps of 34 other display homes sent prospects out in all directions.

The home, with its garden-patios and novel "horse port," is certainly an attention-getter. A 2,000 sq. ft. study in texture and design, it has a combined pitched and flat roof—the pitched of hand-split cedar shales setting the basic design pattern for the entire house.



FIREPLACE BRICK covers one entire wall of living room, continues outdoors for design interest. Glass above meets plaster ceiling, provides plenty of light.

of the MONTH for February



YOUNGSTERS are enthusiastic about the play area in this family-oriented home. Parents and children alike found the stables—or "horse port"—an exciting living

bonus. Well designed fencing separates play area and stable-corral area; the stable, smaller than the house, is finished in same lathing and cedar shales.

For distinctive paneling...

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preferred for its beauty—and because it is practical



RED CEDAR beautifully expresses the trend toward wood paneling for every home setting, Early American to Modern.

In either its clear or knotty grades, Red Cedar is a favorite of architects and builders everywhere. It is handsomely grained and colored. It is one of the best natural wood insulators. And Red Cedar resists swelling, shrinking and warping, thus will not crack or split. Carpenters like Red Cedar, too. It is light in weight, readily workable and easily nailed.

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American Builder

SPECIAL WESTERN SECTION

Western Views

By BILL RODD

▼ **INDUSTRY MUST FOLLOW HOMES TO SUBURBS**, according to an analysis in a recent issue of **BUILDING CONTRACTOR**. This is the official publication of BCA of California. Freeways linking central Los Angeles with suburbia tend to become congested, almost as soon as they are completed. This occurs particularly at rush hours. It was stated that the only satisfactory solution to the problem of providing homes for the Southland booming population is to encourage industry to build plants and business to establish offices away from the center of the city. It was recommended that these be put up closer to the suburban areas where people want to live. Builders contemplating purchases of land should investigate employment opportunities, the article warns.

▼ **WEEKLY BULLETIN** recently started by the Seattle HBA seems to be doing alright. It's packed with news and advertising.

▼ **TWO-STORY TRACT HOMES PROVE WINNERS.** In Los Angeles two-story tract houses were unheard of

until a year ago. Now Gibraltar Homes in Anaheim and Classic Homes in Granada Hills report that their two-story models are their best sellers.

▼ **PERMIT STATISTICS DO NOT TELL THE WHOLE TRUTH.** Recently two permits were issued in Phoenix. One was for a home priced at \$8,295 and the other for a \$300,000 home on the east slope of Camelback Mountain. The latter house will have 10 bathrooms, 33 tons of air-conditioning. The total cost will be as much as 35 smaller homes. Yet, each counts as a "start" in local and national statistics. In Los Angeles area there are thousands of "on-your-lot" permits issued where cost is less than \$7,500 and also many hundreds if not thousands of homes from \$30,000 to \$250,000 and even more.

▼ **CITIES HIGH PRICES IS POSSIBLE REASON FOR HOUSING SLOW-DOWN.** Mark A. Thoreson, past president of the HBI said that residential housing costs are 42% higher than in 1947 and have risen twice as fast as all other consumer prices. Speaking to a group of suppliers, Thoreson said that high

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costs can no longer be "hidden" from the buyers by low down payments, and long term mortgages which permit monthly payments. He said that we must, as an industry, keep our costs in line with other consumer prices.

▼ **DEVELOPING HILLSIDES TAKES MONEY, SKILL AND COURAGE.** Kings View Estates, overlooking the San Pedro harbor now has many beautiful homes completed and more under construction. But a year or so ago it looked like a habitation for mountain goats. The developers paid \$6,000 per acre for 37 acres. They spent \$250,000 more for improvements before they were in a position to sell any of the 57 lots which resulted. Then they built four model homes in the \$40,000 class. The elevation runs from 525 feet to 725 feet above sea level. The developers moved 150,000 yards of dirt, and sold lots from \$10,000 to \$18,500.

▼ **HOME BUILDER** John F. Long, developer of the 10,000-home Maryvale community in Phoenix was voted "Citizen of the Year" by directors of the Phoenix Board of Realtors.

The kitchen-family room:

- *In Burbank, some call it the "living area."*
- *San Antonio: it's tagged the "casual area." Whatever it's called...*

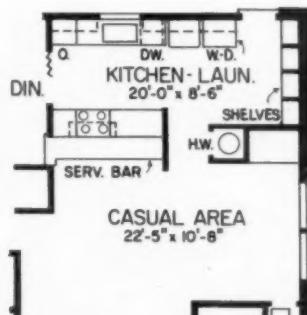
... it's the most important

Here are the most sought-after features buyers want in the kitchen-family room. If you include most of them in your planning, it can make the difference between a sale, and just another "looker."

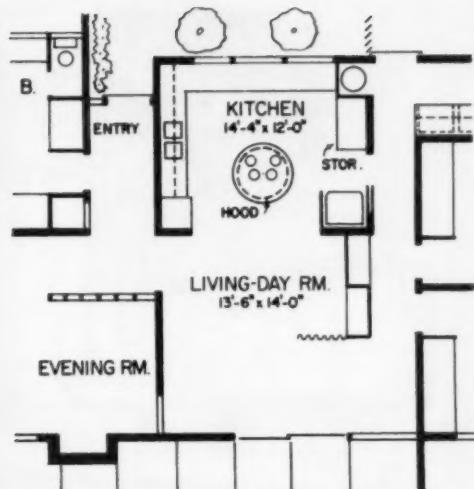
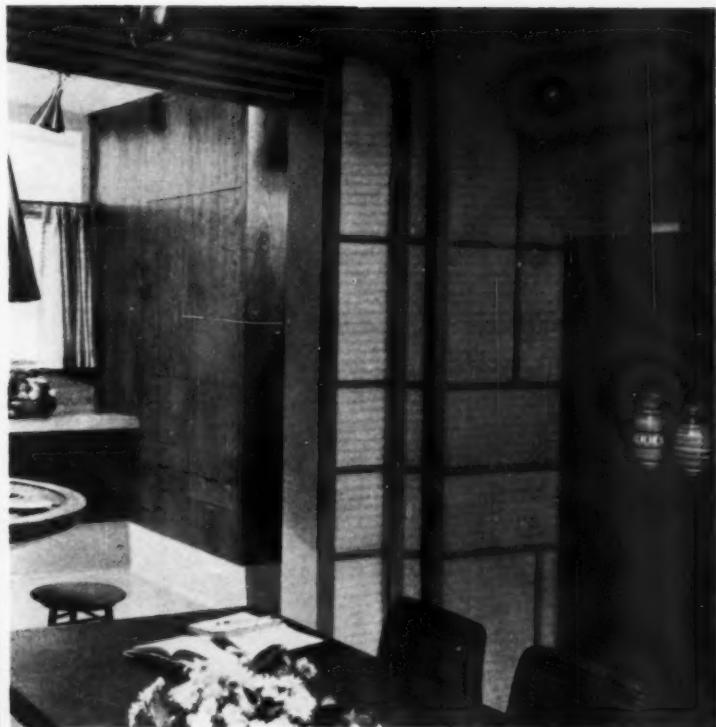
• In ranches the family room is next to the kitchen

forming one big area, or separated by dividers. Use counters, planters, louvered doors, sliding panels or a two-way fireplace for dividers. Big or small, plan for a dining area somewhere in this space.

• Decorative effects are casual and run from paneling and open beams to ornamental brick fire-



EATING BAR divides kitchen from dining area. Birch paneling and cabinets are used in casual area and kitchen. House is by Tom McGovern.



CIRCULAR cooking top and breakfast bar, informal and formal eating areas are all provided in the living area. Sliding glass doors lead to the patio. From the sink there's a view of the entry garden.

CAMOUFLAGING the sink with a top takes away the "kitchen-look." Copper range hood conceals fans and lighting. Architect is John Kewell, AIA, builder, H. Cedrick Roberts.

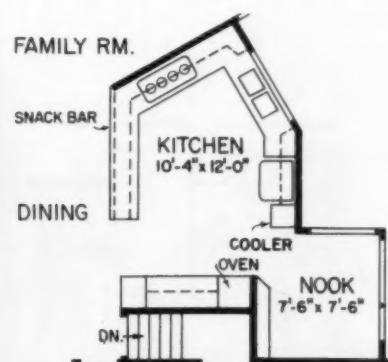
area in your plan

places. (Include all three if you can.) Barbecues are fast becoming standard equipment in the fireplace package. No matter how you build the fireplace, it's essential.

• Off the kitchen or the family room there's a terrace or patio with sliding glass doors. The con-

cept of making the outdoors a part of the living area is more prevalent than ever.

• In the kitchen there are lots of cabinets. Built-ins, island cooking centers and dramatic range hoods give a custom-look. Builders are even including these features in low-cost houses.



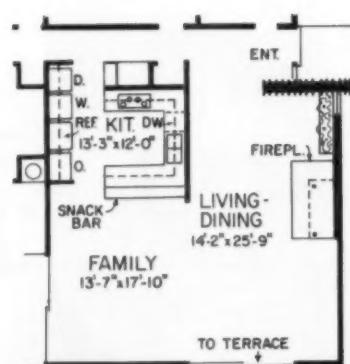
BUYER WANTS are provided in Don K. Hansen's all-gas kitchen and the family room. Note: fireplace, beams, counter, louvered doors.



HERE'S a contemporary, all-electric kitchen, scientifically planned for today's buyer.

You can have a seller if you . . .

... Plan for a center kitchen



This spectacular kitchen is smack in the middle of the living area. That's the way buyers want it. Only a pass-through breakfast bar divides it from the family room. It's screened by a wall of walnut paneling from the living-dining room. Still, the kitchen is close enough to service the area.

Equipment is all-electric, and includes a range, oven, disposer, built-in mixer and a food center. Suspended walnut stained cabinets with sliding doors of white masonite add drama to the room.

Sanford D. Adler has this kitchen in his Living Conditioned Homes, Northridge, Cal. Palmer and Krisel are the architects.

HUB OF THE HOUSE is the kitchen. Good planning is evident in the abundance of counter space, built-ins, suspended cabinets and inter-com.

A lesson in kitchen planning



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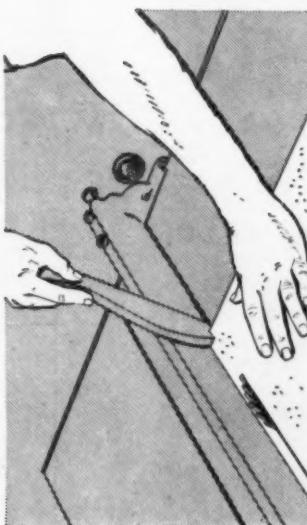


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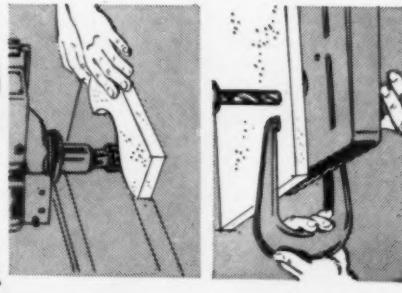
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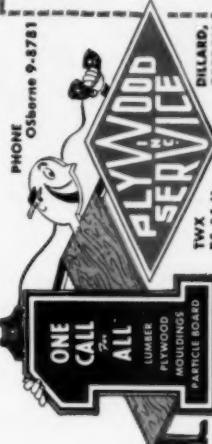
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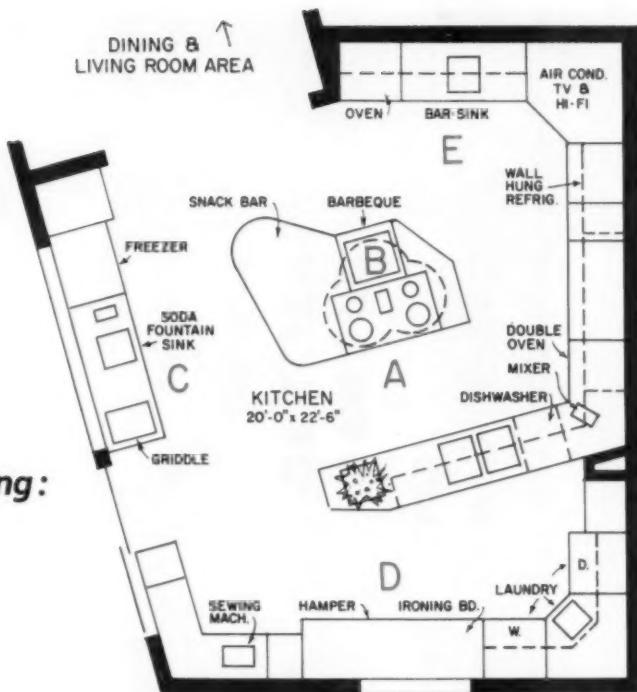
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SPECIAL WESTERN SECTION

*Here's a lesson
for you in kitchen planning:
provide a storage place
for everything
and a work area
for everybody*



COUNTERS, island and peninsulas utilize space wisely. Note how the peninsula acts as a semi-partition between the cooking area and the laundry. Ample in size, the kitchen allows an entire family to work at the same time.

TWO ADVANTAGES are gained by placing the range top and barbecue in the island. One: it's in the center of three food preparation areas, reducing steps. Two: only one fan and hood is required for both.

There's no doubt about it—this all-electric kitchen has a forward look. It's far too expensive for you to duplicate in one of your houses, but it's chock full of ideas you can "steal." We don't mind and neither will the builders, the Los Angeles Dept. of Water and Power and the *Los Angeles Times*.

The designers, Ralph and Jane Bonnell, went all-out to create a smooth traffic pattern, and five ample work areas.

"A" on the plan is "her" area, the main food preparation and clean-up center. It's centrally located so traffic flows around, not through the spot. A four-burner cook top set in the island reduces the number of steps required to prepare a meal. In addition, the center has an under counter dishwasher, wall hung refrigerator-freezer and two mixer blenders. There are also two built-in ovens, a standard electric, and an electronic oven.

"His" area, "B," is close to the snack bar and dining room. Part of the equipment is a barbecue and an automatic ice maker.

Area "C," the teen-age area, is out of the way of adult activities. For the "blue-jean" set a small soda fountain is joined to an under-counter drawer freezer. A motor built into the counter top operates a mixer-blender, and for snacks a griddle is set into the counter.

Each of these food preparation centers has its own garbage disposer and sink.

Area "D," the laundry center, includes a built-in washer and dryer. All other laundry equipment is built under the counter, leaving a large work area on top.

Area "E" is the TV, hi-fi, and air conditioning center. The TV works by remote control and is visible to anyone working in the room.

Here are some other ideas you can use.

A plastic ceiling with fluorescent tubes provides general light for the entire kitchen.

Cypress paneling is used on the wall. In the teen-age center, however, the walls, counter and window sill are ceramic tile which adds distinction to the



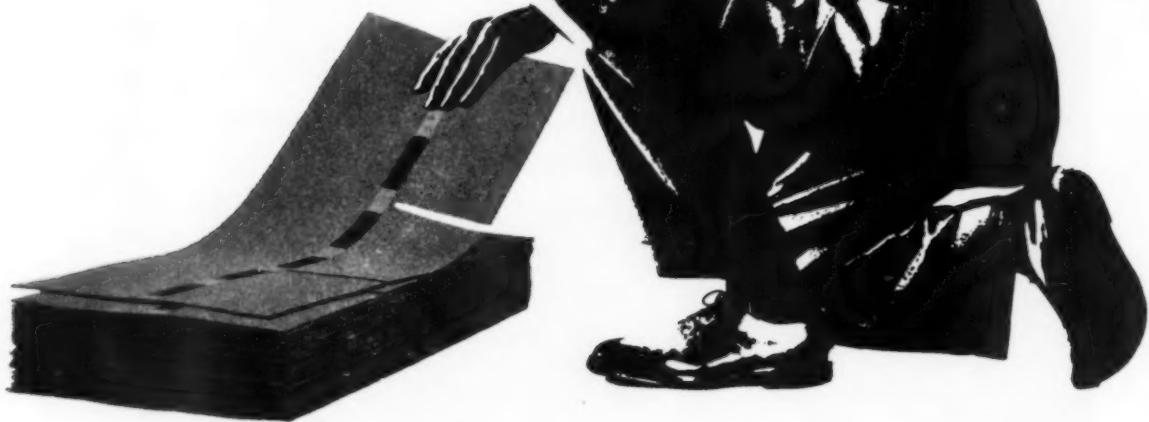
area. Vinyl tiles with an occasional circular insert cover the floor. But the teen-age area, features a tongue-and-groove oak parquet floor to further separate the area from the rest of the kitchen.

Here is a list of some of the products: air conditioner, washer and dryer, Westinghouse; Bar-B-Q, Stanthony; cooking top, electronic oven, griddle and oven, Tappan; dishwasher, Frigidaire; disposers, Waste King; refrigerator-freezer, and freezer, General Electric; mixer-blenders and ventilating fan in hood, Nu Tone; cabinets, Kitchen Maid; illuminated ceiling, Sylvania; ceramic counters, Pacific Tile and Porcelain; vinyl floor tiles, American Bilt-Rite Rubber; parquet flooring, E. L. Bruce.

CENTER ISLAND: two cooking areas and a large snack bar comprise the area. A cover which doubles as a chopping block conceals a barbecue when it isn't used. Note: two ovens in background; work space on the right.



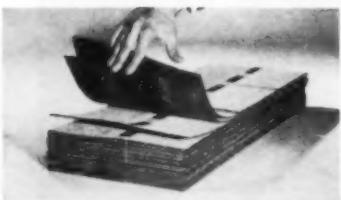
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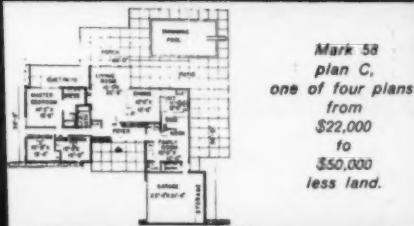
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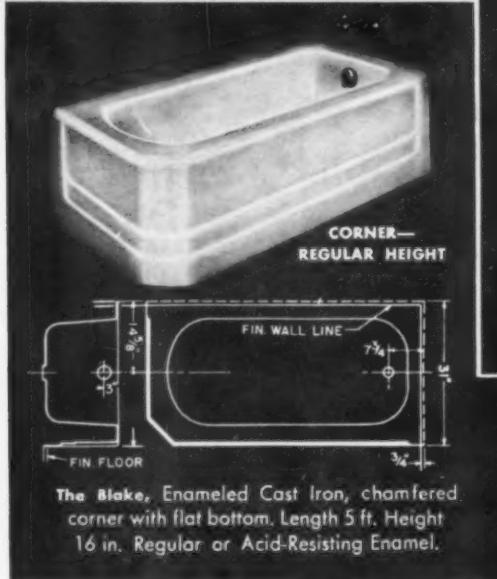
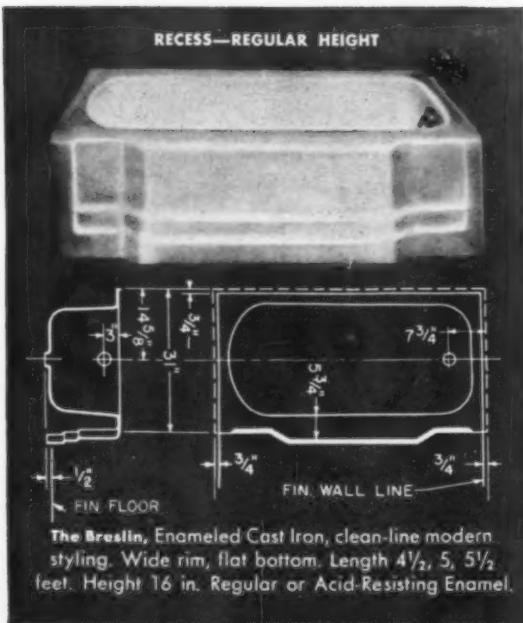
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Bathtubs by

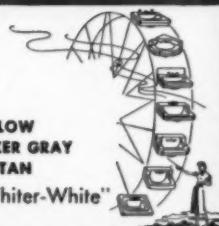
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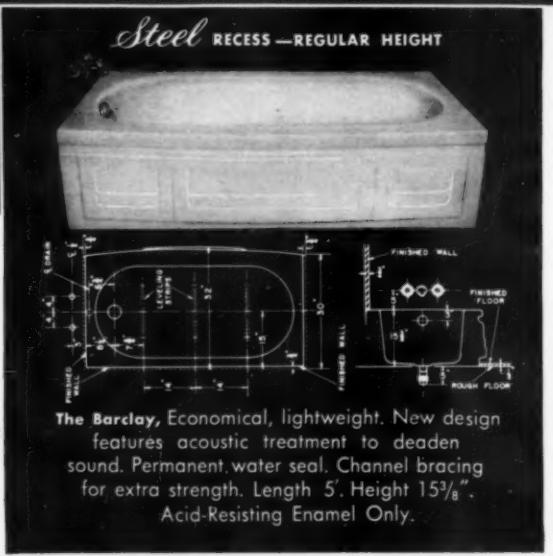
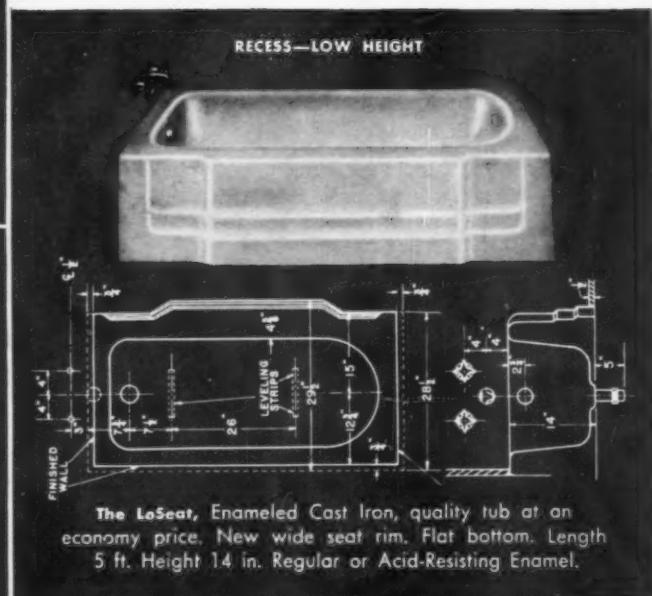
Richmond tubs take part in Richmond's "Carnival of Color" in

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A teenager's room, a famous artist's den...each gains

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Eve Arden, TV star, wanted a particularly charming room for her daughter, Liza. Using lovely birch Craftwall she combines teen-age informality with an air of daintiness.



Stevan Dohanos designs a den, using mellow walnut Craftwall wood paneling. His artist's feeling for the beautiful tones of wood is reflected in this versatile working-relaxing room.



Craftwall has that genuine, hand-rubbed look...professionally prefinished to give the most durable wood finish known. Every "plank" is hand-selected to show rich, natural grain. Yet Craftwall costs as little as \$60 retail for an 8' x 12' wall.

No other single feature speaks warmth and charm to prospects so emphatically as walls of beautiful Craftwall wood paneling—witness the rooms above, currently featured by Roddis in *Better Homes & Gardens* and other magazines.

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Roddis Plywood Corp., Dept. AB-258, Marshfield, Wisconsin.
Please send me your Builder's Idea File on Craftwall wood paneling.

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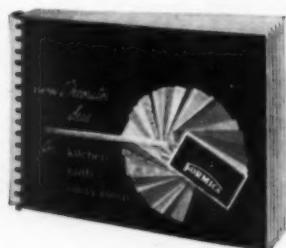
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How to apply Formica to Walls:

The expanding use of Formica for wall areas has created a demand among builders for how-to-do-it information that will assure fast, economical, and lasting erection procedures.

SHOP FABRICATED WALLS:

Prefabrication of sections to save on-the-job labor is a very practical approach to larger areas of Formica on walls. The same Formica fabricator who supplies you sink tops and Vanity® units can also measure your wall areas and supply you with prefabricated panels which he can install or you can install. All edges and joints will be pre-fitted to make a fast and easy installation.

ON-THE-JOB WALL APPLICATIONS

Formica Fast Dry Contact Bond Adhesive is so easy to use in applying Formica to nearly any base, that in remodeling and many cases of new construction, Formica is applied directly over plaster, steel troweled brown coat, dry wall or even poured concrete. While plywood is still preferred, any strong, smooth, dry surface can provide good results.

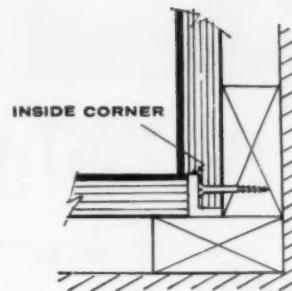
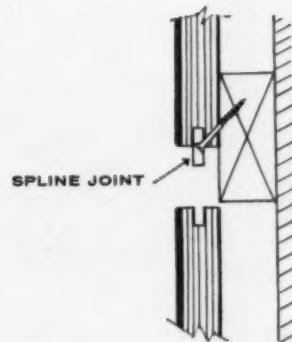
The Formica is cut on the job with a router or small tooth power saw and dry fitted for position. The adhesive is applied to both the wall and the back of the Formica sheet and after a few minutes drying time, the sheet is applied and hand rolled.

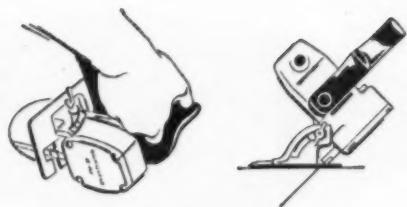
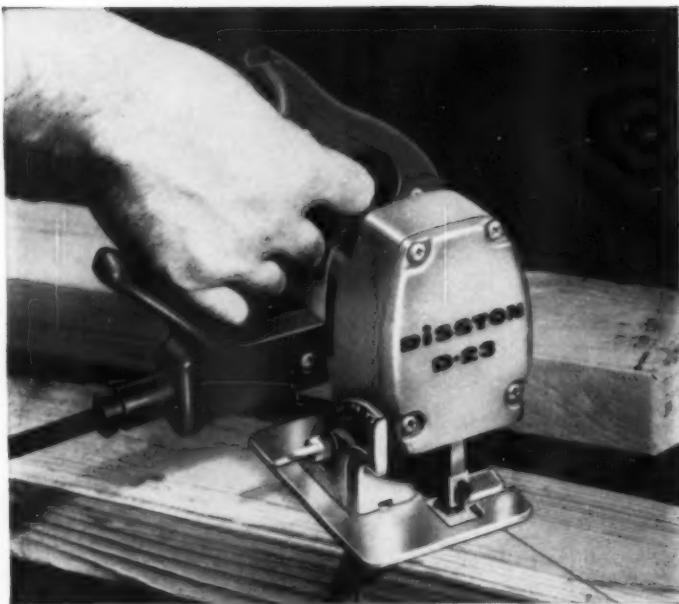
4' sheets are spaced 1/32" apart to permit expansion and contraction. Random planking may be butted with maximum width of 12" per plank.

Call your Formica Fabricator or look in the Yellow pages for the Formica office nearest you. Complete technical specifications on wall surfaces are yours for the asking. Ask for Spec. Bulletins 114A and 105A.

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**Be sure you get genuine Formica. Look for
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Rips, crosscuts, bevels, scrolls, miters.



Cuts 2 x 4's at 45° angle. Plunge cuts 2 x 4's without drilled hole. Cuts $\frac{1}{4}$ " steel plate, $\frac{1}{2}$ " aluminum plate, pipe, Formica and other materials. Detachable cords available in lengths up to 100 ft.

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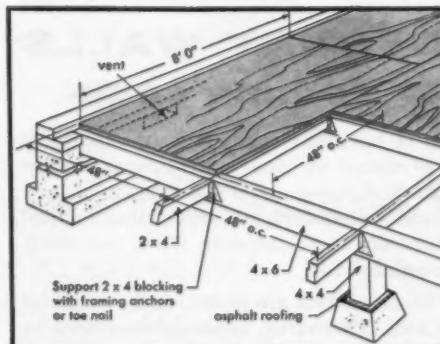


3 ways to cut

1. Use new 2·4·1 plywood as combined subfloor-underlayment over framing 48" o.c.

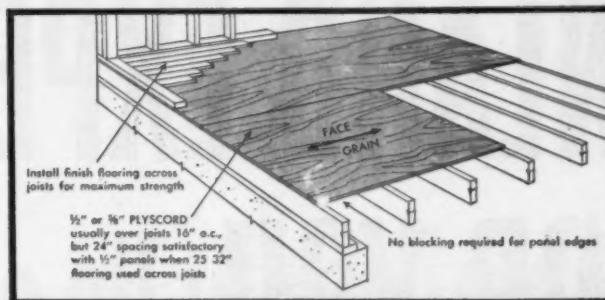
2·4·1 is the new $1\frac{1}{8}$ " plywood that makes possible the revolutionary "panel and girder" floor construction system that saves from fifty to five hundred dollars per house.* It also gives you markedly superior construction. You save on both framing costs and application time. And because 2·4·1 has structural strength *plus* smooth surface, it serves as *both* subfloor and underlayment. More savings!

*Actual savings reported by builders vary with local wages, size of house and type of floor construction previously used.



2·4·1 is both subfloor and underlayment. Inset 2x4 blocking supports panel edges. Drawings below show how girders set flush with footings improves appearance by lowering house about 12 inches.





2. PlyScord® subflooring cuts application time in half, adds strength and rigidity.

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floor construction costs

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Only panels bearing DFPA grade-trademarks are manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters DFPA.

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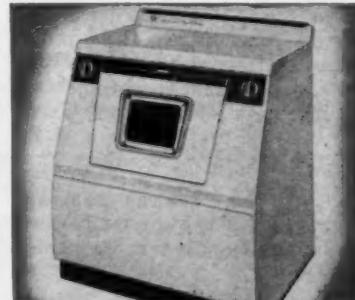
Like all the new Westinghouse appliances, these SPACE-MATES have the clean, modern design we call the SHAPE OF TOMORROW. Your prospects have been seeing this custom Westinghouse look in magazines and on television. They'll be delighted to see it in your homes. SPACE-MATES are available in five Confection Colors. Right now, call your Westinghouse Distributor or write to the Westinghouse Electric Corp., Contract Sales Dept., Major Appliance Division, Mansfield, Ohio.



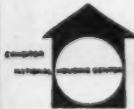
HERE'S HOW THE SPACE-MATES can be fitted under a counter—just 50 1/8" clearance in width, 24" in depth, 34 1/2" in height. Pictured are standard SPACE-MATES with the same space-saving installation possibilities as the Deluxe SPACE-MATES shown at left.



THE DELUXE, free-standing Westinghouse Laundry Twins have the SHAPE OF TOMORROW... the clean modern design that adds buy appeal wherever your prospects see it. Westinghouse appliances in your home will mark you as a top-quality builder.



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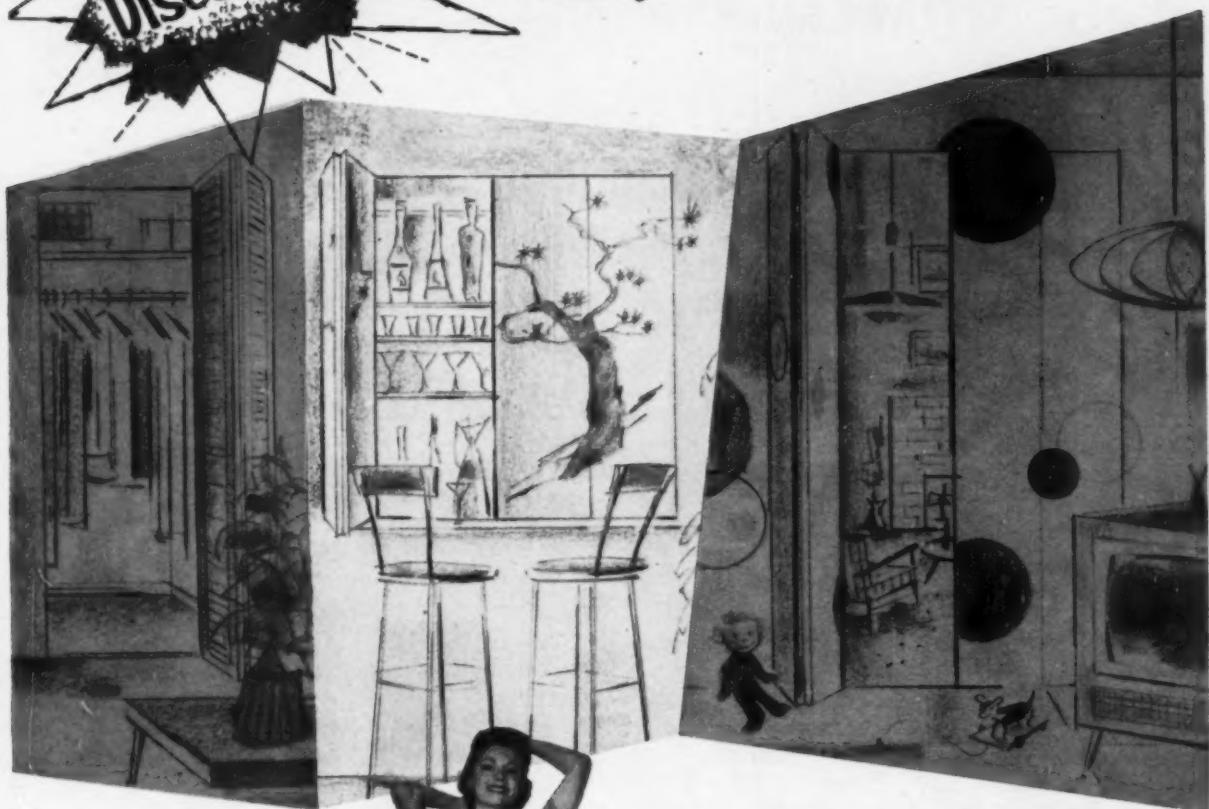


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Recently completed West Coast Motel—Campbell & Wong, Architects—Photo by Roger Sturtevant

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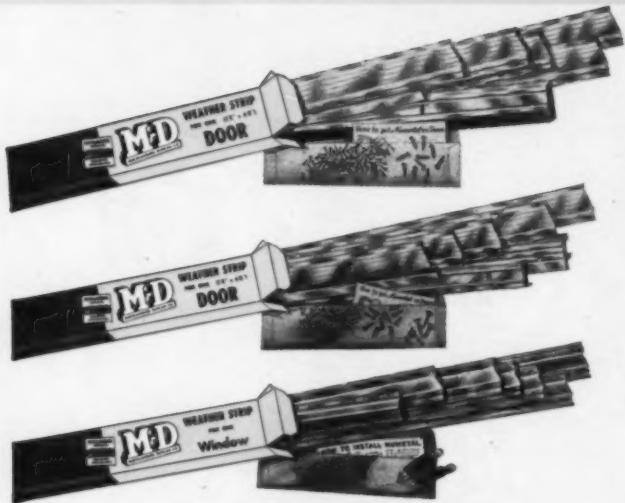
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Aluminum Threshold AF-1 1/4", with Brass Threshold BF-1 1/4", with Alum. Threshold AFT-3 1/2", with Alum. Threshold AFFT-3 1/2", with no door bottom Lock keeper strips in boxes of 25 or 50

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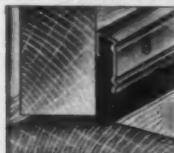
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Keep Weather Out...Keep Sales Up!

M-D Nu-GARD Automatic DOOR BOTTOM

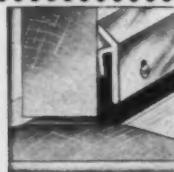


Here's the perfect door bottom for all doors. Completely solves old problem of clearing rug or floor every time door opens—felt strip automatically raises. Smartly designed and available in silvery-satin finish or anodized Albras (permanent brass color) finish on shield—neither will rust or tarnish. Packed in individual cartons for 28", 32", 36", 42" and 48" doors.



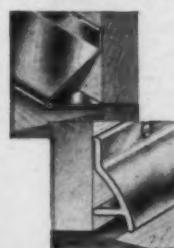
M-D Nu-GARD DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths 28", 30", 32", 36", 42" and 48"—packed one dozen same length to carton. Special lengths also available.



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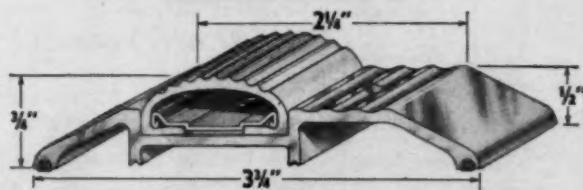


24
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12
PACK

Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-White load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24.

M-D Extruded Aluminum THRESHOLDS



Now comes with vinyl
calking strips on each foot

Now M-D Extruded Aluminum Thresholds Nos. AP-3% and AP-118 have vinyl calking strips along the outside foot on both sides, as well as the replaceable vinyl insert on top. Also available in Anodized Albras (brass finish—never tarnishes—never needs polishing).



Above is application on the
bottom of a door of the
AP-158 Threshold.

BUILDERS Sold by hardware,
lumber and building supply deal-
ers throughout the country.



LONG-BELL OAK FLOORING

Obviously the Finest!

Perfect fit just comes naturally with precision machined Long-Bell Oak Flooring. Edges and ends of each strip meet the most exacting standards of hairline precision. Saves time, labor and money.

Timeless beauty in the classic tradition is the natural result of plans specifying Long-Bell Oak Flooring. Thousands of discriminating home buyers prefer this flooring above any other type.

Sales figures of Long-Bell Oak Flooring dealers reflect this overwhelming preference. Too, the widespread

popularity of Long-Bell Oak Flooring assures builders of economical installation and quick finishing.

The peerless quality of Long-Bell Oak Flooring has made it America's first choice in residential construction . . . an enviable reputation.

Oak Flooring Plants—
DeRidder, La. Quitman, Miss.

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION

Kansas City, Mo. Longview, Wash.

MEMBER OF NATIONAL OAK FLOORING MANUFACTURERS ASSOCIATION

Announcing a promotion

a promotion designed to focus the attention of prospective home builders and homeowners on the importance of color and design in bathrooms...

dream of an Eljer bathroom

CONSUMER CONTEST

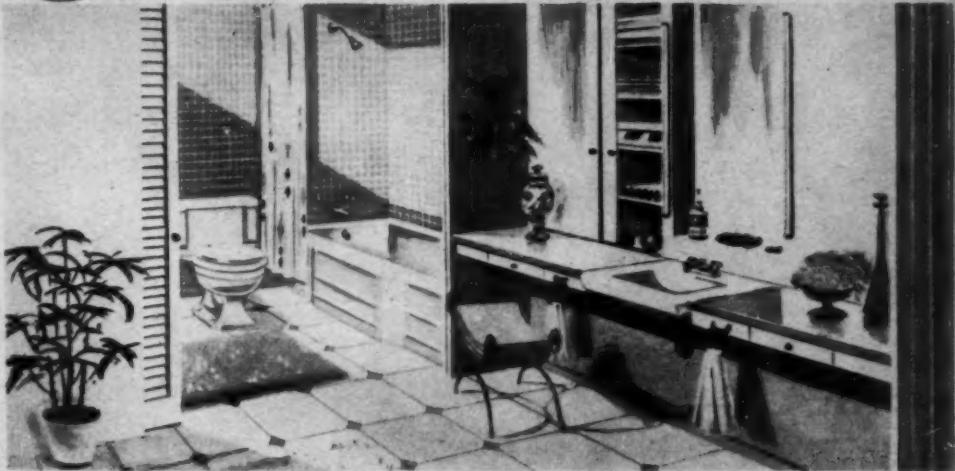
Get your official entry form by going or writing to the Eljer Plumber displaying this sign



PLUMBER LISTING

\$50,000

in prizes just for dreaming of an Eljer bathroom



win

An Eljer dream bathroom
...plus an exciting vacation trip

100 BIG PRIZES

FIRST PRIZE - your dream bathroom with a value up to \$4000 built in your home exactly as you desire. Plus a week's vacation for two in glamorous Hawaii with all expenses paid.

SECOND PRIZE - your dream bathroom with a value up to \$3000 and a week in Acapulco with all expenses paid for two.

THIRD PRIZE - your dream bathroom with a value up to \$3000 and a week for two in Honolulu with all expenses paid.

FOURTH-THIRTEENTH PRIZE - dream bathroom with a value up to \$2000.

FOURTEENTH-FIFTEENTH PRIZE - convenient Eljer powder rooms each with a value up to \$400.

TEEN-SIXTH PRIZES - Easy Combiomatic Washer Dryers each valued at over \$300.

SIXTY EIGHTH PRIZE - ten awards of \$100 in cash and fifty of \$50 in cash.

PLAN NOW TO BE A WINNER...



Have you ever dreamed about a beautiful new bathroom... designed just the way you want it... with gleaming modern Eljer fixtures... stylish, spacious cabinets... soft-toned colors and subdued lighting? A dream bathroom... one that makes your home with distinctive good taste... a bathroom that reflects your own personality... a gracious Eljer bathroom.

Now this dream can come magically alive. All you have to do is put your dreams down on paper. If your simple sketch and statement are selected as the winner, Eljer will build your bathroom for you... exactly the way you dreamed it.

How to enter. - Mail in or copy any of the nearly Eljer plumbmen listed in the columns on one of the following pages and attach a sketch of your dream bathroom. Your first task is to convert your dream... make rough blueprints and complete them. If you prefer, send a sketch and statement to the Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

ELJER

OFFICES OF THE MURRAY CORPORATION OF AMERICA

Or write Advertising Department
Eljer Division
Three Gateway Center
Pittsburgh 22, Pennsylvania

This first big national contest ever designed to point directly to the convenience and beauty that can be enjoyed when bathrooms are correctly styled to appeal to today's home-makers has already awakened tremendous interest in the industry.

It is another Eljer contribution to stimulate widespread interest in home modernization and properly designed new homes. Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh, Pennsylvania.

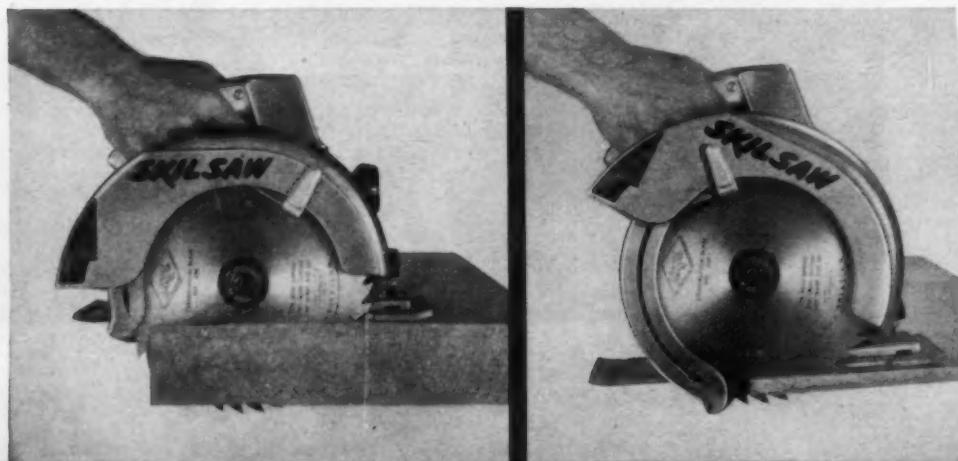


Exclusive Model 857 and 858 SKILMANSHIP* features:

Floating Upper and Lower Guards

Important new safety feature. Least possible amount of blade exposed at any time. Blade guards rotate with change in depth of cut. Another SKIL first!

*Skilmanship is the ability SKIL Saws give you to perform your sawing jobs quicker, with more ease, more accurately, and with less fatigue.



NEW SKILSAW

MODELS 857 and 858

beats them all!

**Test after test proves
new top handle saw
has more speed and power**

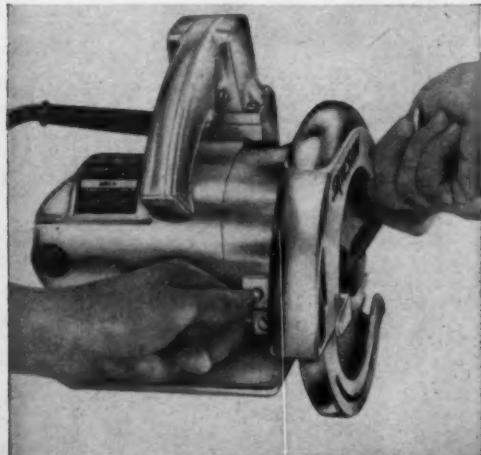
Actual laboratory tests made to duplicate job conditions prove the superior cutting ability and power of the new SKIL top handle saws. The photographed test shows SKIL way in front of two comparative models in sawing through 2 layers of $\frac{5}{8}$ " exterior plywood. Power *plus* speed produce the first-place finish.

Feature for feature these new saws beat all other $7\frac{1}{4}$ " and $8\frac{1}{4}$ " models. On comparative tests for power, speed, efficiency, convenience — SKILSAW scores highest. Write today for more information or for on-the-job demonstration by your local distributor at no obligation.



Push-Button Blade Lock

Fastest blade change on a power saw! Push-button lock engages saw shaft eliminating two-wrench change. Operation completed in seconds.



Products made only by SKIL Corporation, manufacturer of famous SKIL and SKILSAW products, 5033 Elston Ave., Chicago 30, Illinois. In Canada: 3601 Dundas Street West, Toronto 9, Ontario.

SKIL Corporation Dept. ABT-28

5033 Elston Avenue
Chicago 30, Illinois

In Canada: 3601 Dundas Street West
Toronto 9, Ontario

Please send me complete information about new SKILSAW models 857 and 858

Please have local distributor give me a no-obligation demonstration.

Name _____

Company _____

Street _____

City _____ State _____

Rolling glass doors can decide

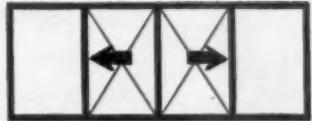
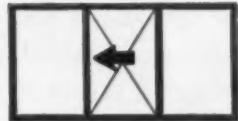
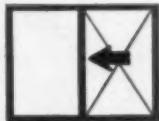
No single feature of new home design has caught the public fancy in such a sweeping manner as modern rolling glass doors.

These magnificently engineered doors by Capitol are presented in a complete line that will give you the chance to "Capitolize" on this growing demand.

Available in two, three and four panel units, in widths from six to sixteen feet, in various heights to eight feet, Capitol rolling doors appeal to the builder because of ease of installation, and will attract the homeowner because of their smart styling, smooth operation and simple maintenance.

Rolling doors by Capitol received a significant stamp of approval when they were chosen by Bill Levitt for his homes in Levittown, Pa.

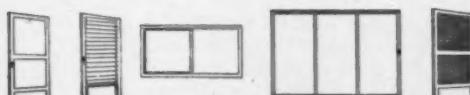
Perfect machining, careful assembly and factory checking assure trouble-free installations. You may have Capitol rolling doors with single glass or Thermopane. They are completely weatherstripped in vinyl plastic, wool pile and polyethylene. Cylinder lock with automatic latch is a standard feature.



the sale!

Aluminum
all-weather doors
by **Capitol**
give that touch of
luxury at
modest cost

Back all this with the Capitol name and reputation, Capitol delivery and Capitol service . . . and you have an unbeatable combination. Keep in mind that you can get your aluminum combination storm doors and windows from Capitol, too.



ROLLING GLASS DOORS • PRIME WINDOWS
STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



Capitol



Capitol ALUMINUM PRIME SLIDING WINDOWS

Still unmatched in the building industry, still exclusive with Capitol, this remarkable prime slider is like an answer to the builder's prayer.

POSITIVE AIR-TIGHT, WEATHER-TIGHT CLOSURE

Capitol's new compressive vinyl seal and new design of meeting rails makes this window such a positive seal against the elements that wind and wind-driven water at hurricane force could not get through.*

*Results of tests at the University of Miami and the Pittsburgh Testing Laboratory will be sent you on request.

EASY OPERATION...NOT A RATTLE

Heavy aluminum extrusions are welded into a rigid frame. Reinforced, perfectly mitered corners add extra strength, make sagging or warping impossible. Sliding sections have nylon guides. Units slide freely at the touch of a finger.

PATENTED FINGER-TIP AUTOMATIC LOCK

Here's the finest sliding window lock available today. Attractively designed, it opens at the touch of a finger . . . automatically locks when the window is closed. It's fool-proof!

EASY, TROUBLE-FREE INSTALLATION

With the simplicity of design, and easy-to-follow installation instructions on every window, improper installation is virtually impossible.

AB-917

CAPITOL PRODUCTS CORPORATION
Mechanicsburg, Pa.

Please give me complete information as soon as possible on:

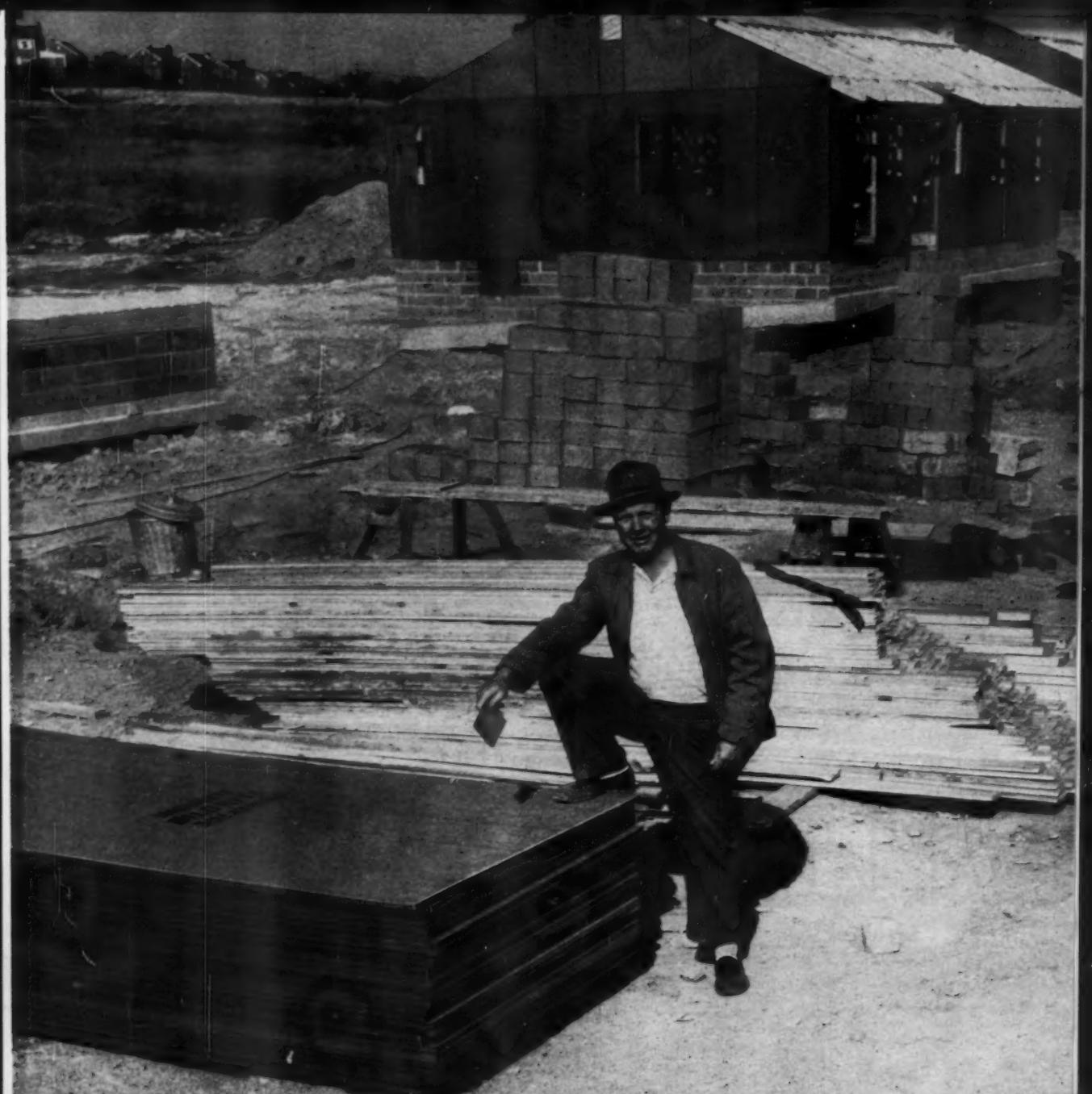
- Capitol Rolling Glass Doors
- Capitol Prime Sliding Windows
- Capitol Combination Storm Doors & Windows

NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____



John Hass likes Bildrite best

"Two men can close in a house in 6 hours," says Hass

Around Hyattsville, Md. (near Washington, D.C.), Hass & Carson are known as builders who never put up a "cheap" house. Yet hundreds of their homes have sold for less than \$14,000; and today the price range is \$14,650 to \$15,850.

John Hass, who bosses construction for the firm, says sheathing is a key item, both for strong, snug, solid walls and for really important cost savings. And for 14 years . . . since the first year he started in business . . . Hass has used nothing but Insulite Bildrite Sheathing.

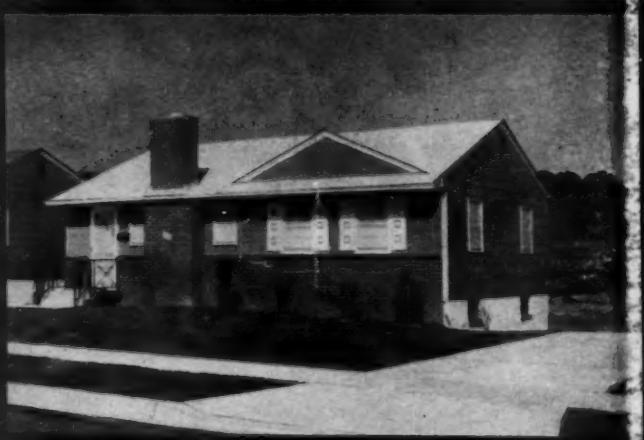
"We use 30 sheets of 4' x 9' Bildrite and 8 sheets

of 4' x 8', on an average house," says John Hass. "Just stack it by the foundation; never have to worry about rain hurting it. As your picture shows, we use almost every cut-off piece to fill the areas on gable ends. Bildrite cuts easy, nails up perfectly, makes a strong, warm, wind-tight wall, and leaves almost no waste. Best of all, two carpenters can close in a house completely in 6 hours."

Want to speed up your building . . . reduce waste . . . and add more strength and insulation without extra cost? For facts on Bildrite Sheathing, write us—Insulite, Minneapolis 2, Minnesota.



4' x 9' size avoids "piecing out," in vital sill area between foundation and sidewall. One man can easily lift, carry and nail a big, light 4' x 9' Bildrite panel. Applied, it makes a solid, tight, strong insulating shell from eave line to top of foundation.



They sell like hotcakes, at around \$15,000; and typical Hass & Carson home features 3 bedrooms, living room, dining room, kitchen, wall oven, entrance hand-rails, broad concrete driveway. Small, highly-trained H&C crew enjoys steady work the year around.

build better, save labor, with
INSULITE
Bildrite Sheathing



INSULITE, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

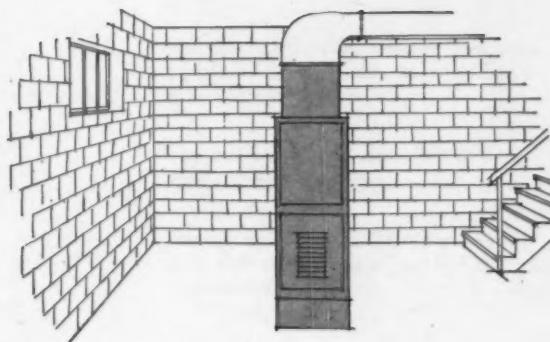
INSULITE AND BILDRITE ARE REG. T.M. S. U.S. PAT. OFF.

NOW from the company
that gave you the Carrier
Weathermaker Home ...

NEW 

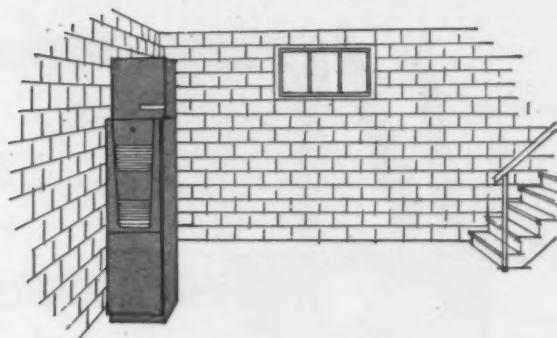
THERMO-CENTER

saves hundreds of dollars
on the cost of new home
air conditioning!



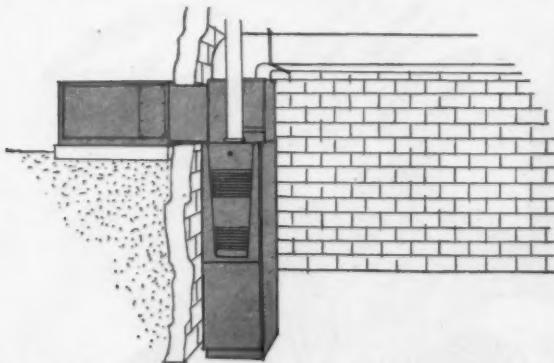
1. GONE ARE THE DAYS . . .

when the furnace was planted in the middle of the basement. That was good enough when people were satisfied with heating only. But today they want air conditioning, too — and they want it at low cost.



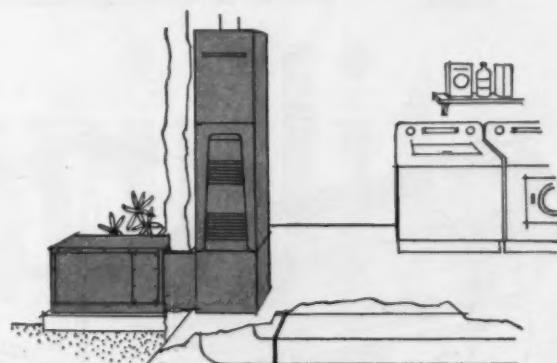
2. SO CARRIER MOVED THE FURNACE . . .

from the center of the basement over against an exterior wall. Now, the way was opened for a new kind of year-round air conditioner: the Carrier Thermo-Center® which costs hundreds of dollars less than conventional systems.



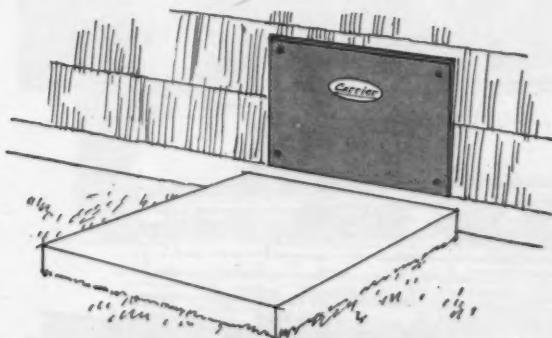
3. IN A HOUSE WITH A BASEMENT . . .

a plenum is set on top of an upflow Carrier Winter Weathermaker.® A short duct goes through the wall, connecting the plenum with the cooling section located just outside. No water or refrigerant piping is required.



4. IN A MODERN SLAB HOUSE . . .

a plenum is placed underneath a downflow Carrier Winter Weathermaker. Then the same procedure is followed. A short duct through the wall connects the plenum with the cooling section located just outside. Quick, simple, easy!



5. THE OPTION IS YOURS . . .

You can install a complete Carrier Thermo-Center when the house is built. Or omit the cooling section. Carrier provides a metal cover for the wall opening which reminds the home owner how easily he can add cooling later.

* Reg. U.S. Pat. Office.



6. EITHER WAY YOU GO . . .

the Carrier Thermo-Center enables your salesmen to talk to their prospects about the many year-round benefits of home-wide air conditioning. They can have it now or add in the future — either way at unbelievably low cost.

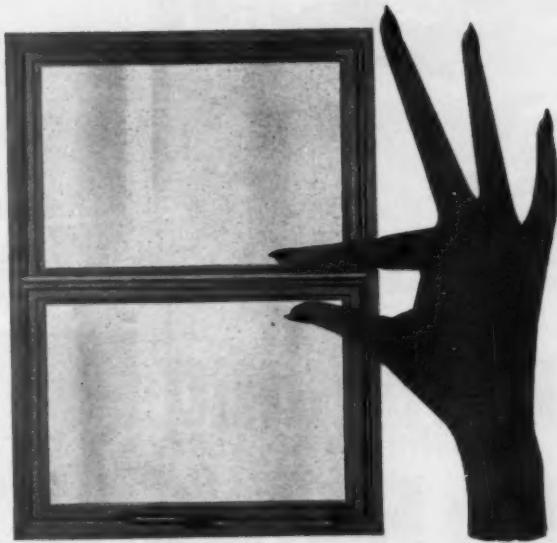
new



FOR THE ARCHITECT OR DESIGNER: new, slim joining mullion provides the advantage of attractive horizontal lines.

FOR THE BUILDER: Twin lights in Single Frame speed construction.

FOR THE HOME OWNER: The "double-hung" look with all the conveniences of modern awning windows.



Pella® twinlite

the awning window with young ideas

Composed of a fixed window at the top and a ventilating unit of equal size at the bottom, PELLA TWINLITE is available in seven modular sizes, including 32" x 44" frame widths. In addition a picture window in combination with a ventilating unit is also available.

Features like these are standard equipment: self-storing screens, in-the-sash storm panels, underscreen operator with exclusive Glide-lock, and complete weatherstripping. And!...they can be installed on their sides to form beautiful casements with narrow mullions.

For complete details, check and mail coupon today.



ROLSCREEN COMPANY Dept. J-29, Pella, Iowa

Please send detailed literature describing Pella's new TWINLITE combination fixed and ventilating windows.

Name _____

Address _____

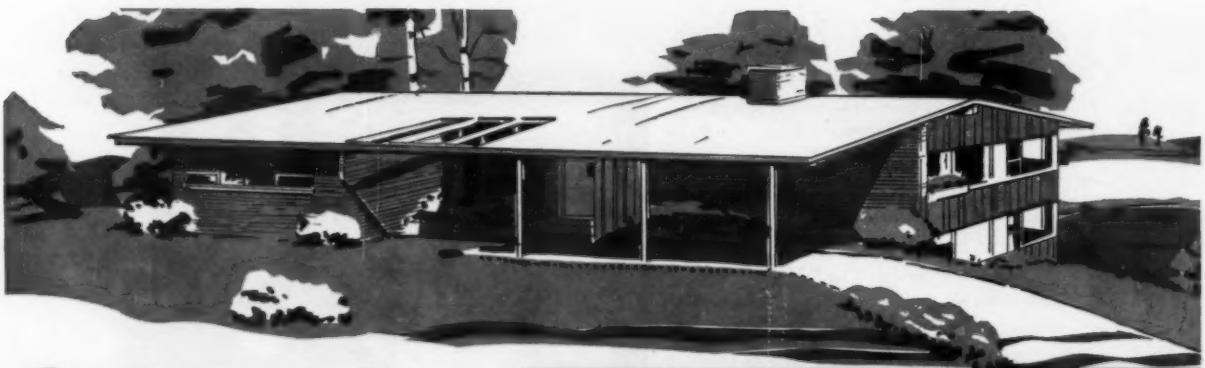
Company _____

Title _____

City _____

Zone _____ State _____



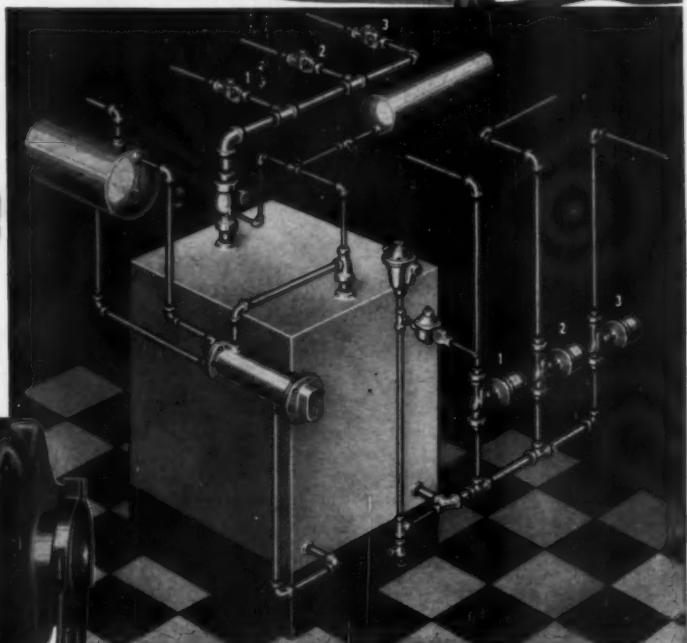


Outstanding Sales Feature

for Today's Homes!



Thrush Water Circulator



A three-zone Thrush Hot Water Heating System

THRUSH Radiant Hot Water Heat

ONE REAL VALUE that will sell a home quicker and at a greater price is Radiant Hot Water Heat. Home buyers recognize the greater comfort it provides, the fuel economy and the fact that the home retains a higher resale value for years longer.

A zoned system with Thrush Forced Circulation provides constant radiant heat and uniform temperatures in each zone, regardless of outdoor weather changes. That's a real sales feature that can be provided at lowest cost with Thrush equipment.



See our catalog in Sweet's or write Department G-2 for more information.

Free Booklet
on Request

H. A. THRUSH & COMPANY
PERU, INDIANA



PLUS VALUES that rate cheers

Home buyers cheer, and you will too, when you include ALWINTITE aluminum windows and sliding glass doors. ALWINTITE's many PLUS VALUES are real selling features...consistently better workmanship...luster-dip finish for a beautiful appearance...special lacquer coating for protection during installation...trouble-free operation...the elimination of costly call-backs. What's more, General Bronze, the world's foremost aluminum window producer, stands solidly behind every ALWINTITE product. Factory-trained window specialists and a responsible national distributor organization are always ready to serve you. Write or wire for details.

DRESS: MR. MORT

ALWINTITE
by **GENERAL BRONZE**
GARDEN CITY, N.Y.

ALUMINUM WINDOWS • SLIDING DOORS



Curtis Style-Trend sliding wood windows will be advertised in the March issues of BETTER HOMES AND GARDENS, AMERICAN HOME, HOUSE BEAUTIFUL and HOUSE & GARDEN. Other Curtis window styles will be advertised in following months.

CURTIS
WOODWORK *heart of the home*

1866
CURTIS
WOODWORK

AMERICAN BUILDER

Big news for 8,706,474 homemakers Curtis Style-Trend Sliding Windows

Yes, more than 8,706,474 home-minded Americans will get the news about these remarkable new-style removable wood windows in the March issues of their favorite home magazines.

And it will be good news, indeed, for builders who feature Curtis windows in their model homes—and recommend them to their prospects. For these Curtis Style-Trend windows provide true weather-tightness in a sliding window—at modest cost. What's more, sash are quickly and easily removable for painting or cleaning.

Curtis Style-Trend sliding windows have attractive contemporary styling. You can use them throughout the house or combine them with Style-Trend double-hung window units or fixed sash. Variety of heights and combinations with picture windows is available.

97 window types, styles and combinations in the complete CURTIS line

Only Curtis offers so great a variety of window and door types for every home-building need, as witness the Curtis window selector chart illustrated here. A similar chart shows the wide variety of Curtis door types.

See these selector charts in the office of your Curtis Woodwork dealer. He will give you full information on Style-Trend windows and the famous Curtis Silente line of double-hung and casement units.



Curtis Companies Service Bureau AB-258
200 Curtis Building, Clinton, Iowa

I am interested in Curtis Style-Trend and
Curtis Silente windows. Send literature,
please!

Name.....

Address.....

City..... State.....

CURTIS

WOODWORK *heart of the home*



When they ask to see the Furnace...

...SHOW THEM THE ONE THAT'S

*Show them SUN VALLEY*All-Year*[®]

*TRADEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSTVILLE, IND. & SHREVEPORT, LA.



AN AIR-CONDITIONER TOO!

Gas Air-Conditioning by ARKLA-SERVEL!



**Cools the entire home in Summer
from a single compact Gas unit.
(Heats in Winter, too!)**

SHOW THEM the most effective way to beat any heat spell. No more drafty fans . . . no more spot cooling in a couple of rooms. The Sun Valley* by Arkla-Servel cools the entire house (every room of it) from a single compact unit. And your prospects will like the peace and quiet of the Sun Valley*, too! There's no noise because there are no moving parts in the cooling system.

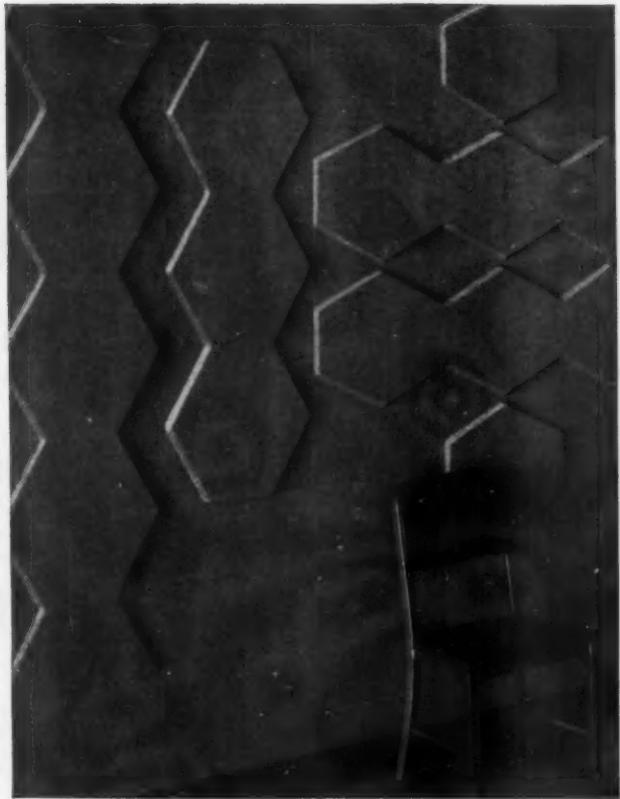
SHOW THEM how easily the air conditioner can be turned into a furnace when blustery winter comes booming in. A simple dial setting—and presto!—the Sun Valley* by Arkla-Servel is the most wonderful furnace! It circulates gentle warm air to every room of the house. And with Gas your prospects will never have to worry about late fuel deliveries—dependable Gas is piped right into their homes.

SHOW THEM how a single and simple thermostat looks after them night and day—with complete and correct moisture control both winter and summer. They merely set the thermostat to a desired temperature, and the Sun Valley* maintains that degree of heat or cooling around the clock. They're safe from all kinds of weather . . . and further protected by Arkla-Servel's five year warranty, too. AMERICAN GAS ASSOCIATION.

ONLY GAS 
**does so much more...
for so much less!**



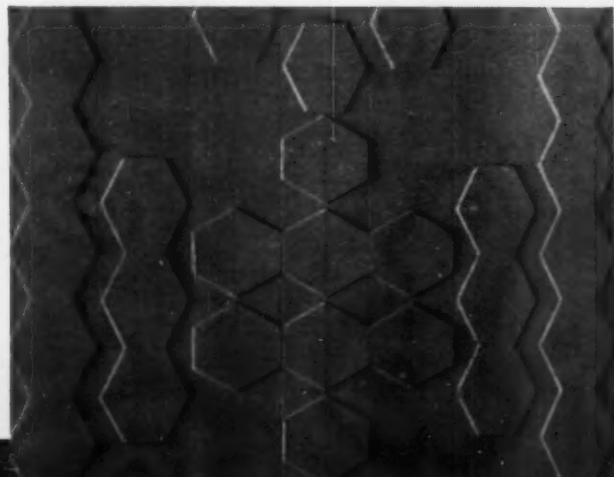
Smart
low cost
exciting



N E W

shadowal.
block

More news of our newest. Shadowal block, developed by NCMA and available only from its members, has taken the building industry by storm. More and more architects and builders are building Shadowal masonry's distinctive good looks into tomorrow's designs. Shadowal units are modular with a pattern built right into the face. Your local NCMA member has details.



National Concrete Masonry Association • 38 South Dearborn • Chicago

© 1987, NCMA



**What makes this lockset
the standard of comparison for value?**

Styling that brings exceptional "buy appeal" to the new home you build . . . *precision engineering* that saves you installation time and assures positive security for the homeowner . . . *quality materials* that result in long life and troublefree performance with no "call-backs" . . . *competitive price* that keeps your cost down . . . these are the factors that determine value in a lockset. These are the features that make NATIONAL LOCKset the standard of comparison throughout the trade. Ask your building material supplier.



Specify it with confidence . . . Install it with pride

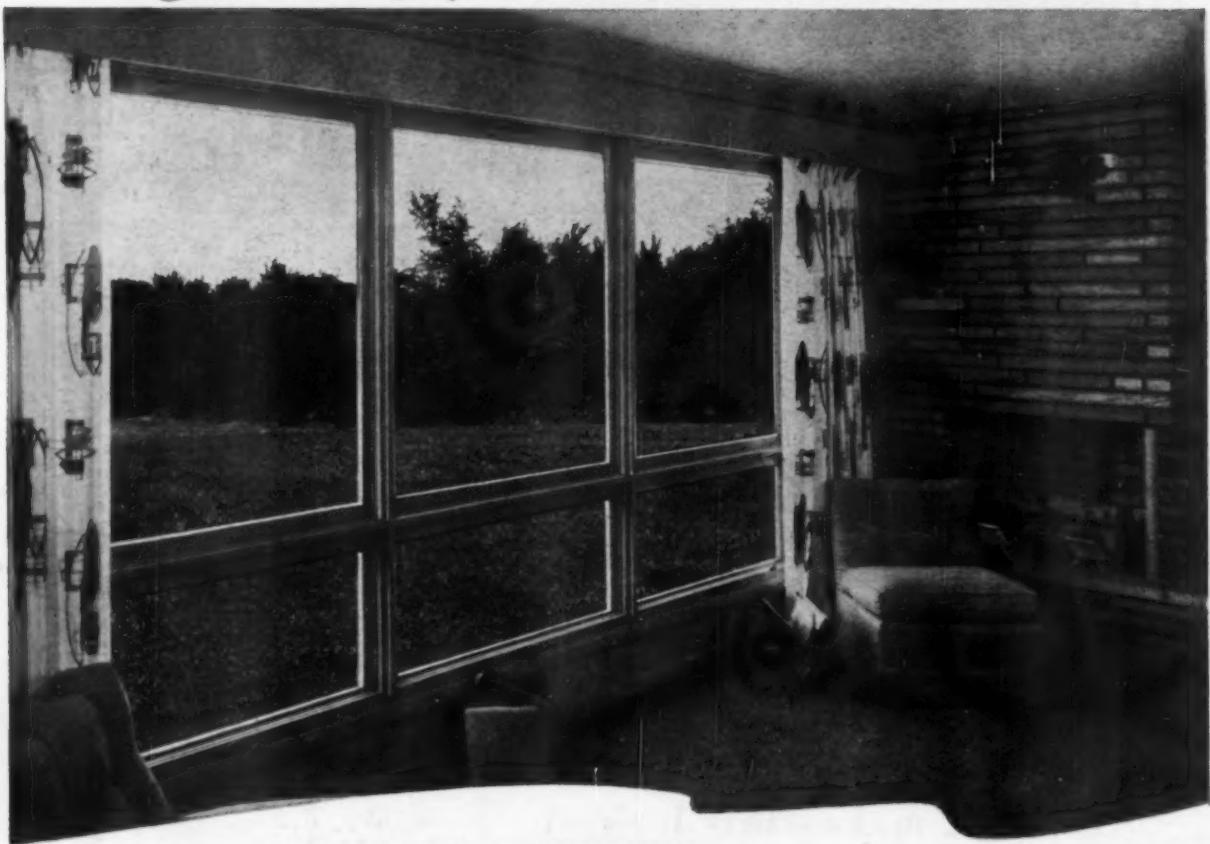
NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

•

MERCHANT SALES DIVISION

build **EXTRA** value into your homes...



with the **BEAUTIFUL**
Malta LINE of wood windows

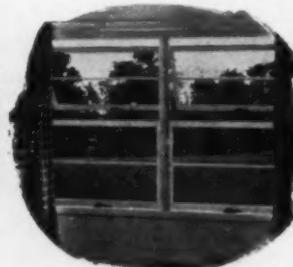
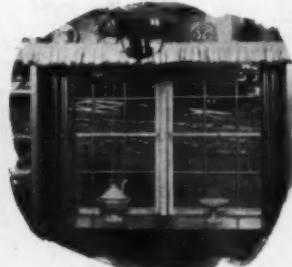
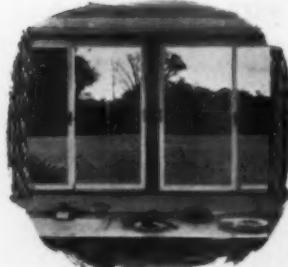
Today's home buyers are looking for extra value, beauty and comfort in the homes they buy. In MALTA wood windows they find all three...

Extra value because MALTA windows are precision milled from first quality Ponderosa Pine to assure perfect fitting...easy operation.

Extra beauty because MALTA windows are styled to enhance interiors and exteriors of every home design.

Extra comfort because MALTA windows are completely weatherstripped to keep out cold, rain and dust...preservative treated for long life.

Use the complete range of MALTA windows to give versatile styling and extra sales appeal to all the homes you build. Consult your dealer or architect, or write for complete information on the beautiful MALTA line of wood windows.



Member Ponderosa Pine
Woodwork Assn.
and N.W.M.A.

AMERICAN BUILDER



This is the American-Olean bathroom displayed at the NAHB Show. Note the repetition of the floor motif on the vanity wall in Tile Gems; 52 Daffodil, 97 Gardenia, 34 Berry Brown. Side walls: 64 Lobelia. Counter top: 335 Cr. Aqua in Scored Tile Design SD-1. Floor: 1 1/8" squares; Yellow, Rust Brown, White. Color Plate 78.

A beautiful tile bathroom can be the best sales feature of a home. In addition to its colorful eye appeal, American-Olean Tile adds solid value which home buyers recognize... truly the mark of a quality home.

For more tile ideas



clip and mail
for free copy
of full color
booklet,
"New Ideas
in Tile."

American-Olean CERAMIC TILE

AMERICAN-OLEAN TILE COMPANY, INC. EXECUTIVE OFFICES: 1324 CANNON AVE., LANSDALE, PA.
FACTORIES IN LANSDALE, PA. • OLEAN, N.Y. • MEMBER: TILE COUNCIL OF AMERICA, PRODUCERS' COUNCIL

NAME

ADDRESS

CITY, ZONE

STATE

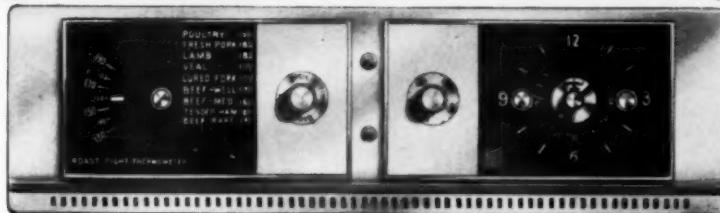
Look for that Hotpoint Difference / Home Buyers do!



◀ Available from your HOTPOINT Distributor: New color-sound film and booklet that shows how to sell the home and its kitchen.

Available direct from HOTPOINT or from your HOTPOINT Distributor: "Kitchen Imagination"—New 28-page, full-color book on Hotpoint Built-In Kitchens. Send for your copy today. ▶





Oven Control Center—provides automatic baking and roasting.

Cash in on the sales magic of famous Hotpoint features

When a woman buys a kitchen, she wants FEATURES—and that means Hotpoint!

Only Hotpoint offers such an array of dramatic convenience features—features that women recognize, appreciate, and *want* in their 1958 homes.

You can put this sales magic to work for you—whether you're building \$10,000 or \$100,000 homes. You'll find the right models for your market in the wide variety offered by the Hotpoint Customline.

Hotpoint backs you up with powerful national advertising, strong local merchandising, and with prices that mean maximum builder profits. Take advantage of the plus values offered by Hotpoint—contact your Hotpoint Distributor today!

Hotpoint Customline offers 4 different oven models and 5 surface sections in gleaming Stainless Finish, Coppertone, Pink, Yellow, Green and Brown. Pictured at left are de luxe Oven RJJ601, drop-in Surface Section RN101, and 7CH12 combination Refrigerator-freezer.

Mealtimer—automatically controls any surface unit.

Roast-Right Thermometer—automatically signals when meat is done.

Rota-Grill Rotisserie—lets you enjoy outdoor barbecues all year 'round.

Handi-Raise Broiler Shelf—raises, lowers meat with fingertip ease.

Big Insulated Panorama Window—keeps entire meal in full view.

Super "2600" Cal-rod® Surface Unit—heats instantly.

Super-Matic Unit—makes any pan an automatic utensil.

Coffee-Perk—brews up to 25 cups for parties.

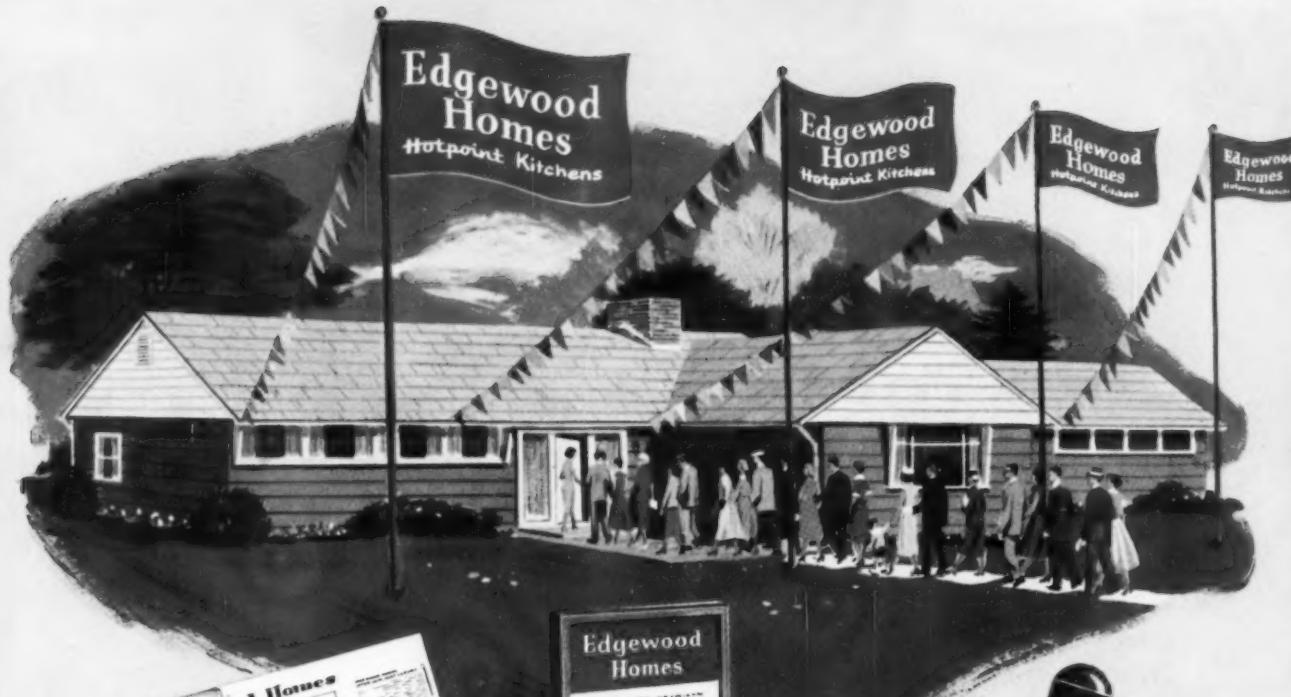
Lighted Push-buttons—show exact heat in use.

Look for that

Hotpoint

Difference / Home Buyers do!

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS
 Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
 Customline • Dishwashers • Disposals • Water Heaters • Food Freezers • Air Conditioners • Television



Hotpoint will prepare and deliver these sales materials...

made-to-order for the
individual builder

Yes, Hotpoint will write, prepare, and deliver merchandising materials for qualified builders—the materials needed to sell homes quickly and profitably.

As a qualified builder, all you do is supply statistics, floor plan, photo or drawing—and our advertising staff will do the rest.

Hotpoint can create any or all of these sales aids...

- Avenue of Flags
- Model home pennants
- Site signs
- 4-color brochures
- Talking House promotions
and

Sound-slide films that pre-sell prospects

- Newspaper ads
- Press releases
- TV and radio scripts
- Point-of-purchase signs

In addition, our staff will help plan kitchens that qualify builders for Honor Home Certificates and Planned Kitchen Citations.

Hotpoint offers these services for one good reason—we want builder business. We know the way to get it is to earn it—by helping to sell your homes—with fine appliances and with powerful merchandising support. For complete details, contact your Hotpoint Distributor's Builder Specialist today.

LOOK FOR THAT

Hotpoint

DIFFERENCE/HOME BUYERS DO!

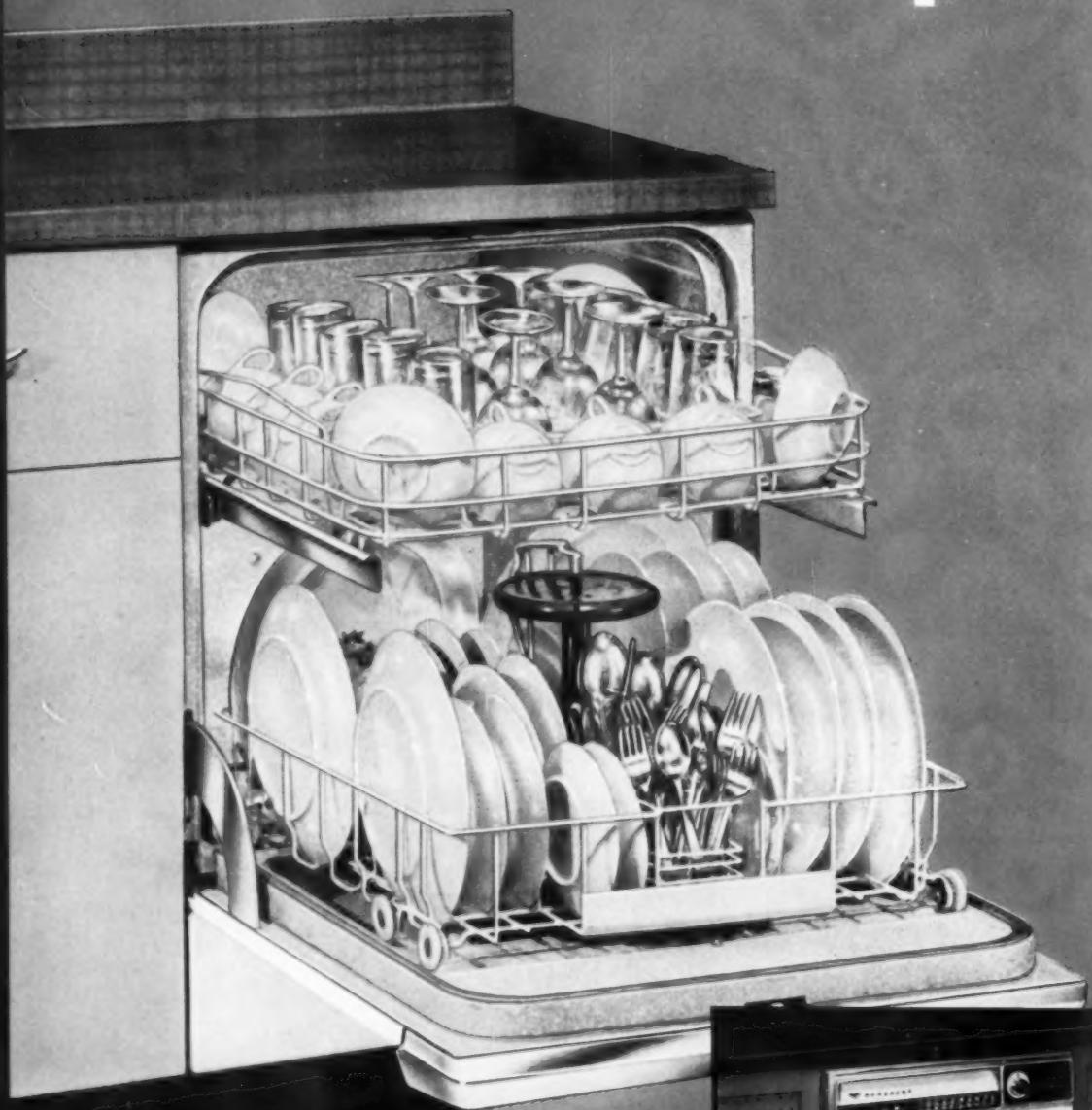
Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
Customline • Dishwashers • Disposalls® • Water Heaters • Food Freezers • Air Conditioners • Television



NEW-inside and out...the Hotpoint



INTERCHANGEABLE FRONT PANELS

In just 3 minutes, you can give the home buyer her choice of color—pink, yellow, brown, green, white, Coppertone, Stainless Steel or provision for Natural Wood.

EASIEST INSTALLATION OF ALL!

Once plumbing has been roughed in, connections are easily made from the front—forward of the motor—with a screwdriver, pliers and a small wrench. 24" wide, 24" deep, 34½" high. For use on 115-volt, 60-cycle AC circuits.



Dual-Cycle Spot-Less Supreme is the GREATEST Dishwasher in America!

The instant that women see Hotpoint Spot-Less Supreme Dishwashers in your kitchens, their estimates of your homes will soar!

Women know that the Spot-Less Supreme is so brilliant in performance—in flawless beauty—in years-ahead features—that it's in a class by itself.

The Hotpoint Spot-Less Supreme Dishwasher will be one of the most powerful "selling features" in your entire home—so contact your Hotpoint Distributor today.



Exclusive New

PUSHBUTTON DUAL-CYCLE SELECTOR

Utensil Cycle does pots and pans in just 16 minutes... loosens stubborn soil and flushes it away. Normal Cycle washes dishes, glasses, silver, and lightly soiled pots and pans... spotlessly!

Bigger and Better

ROLL-R-RACKS

Roll out separately for easy, random front loading. Large 13-inch plates, tall tumblers, platters, pots, pans, even broiler racks go in quickly and easily. So roomy even large families can enjoy once-a-day dishwashing.

LOOK FOR THAT

Hotpoint

DIFFERENCE! (Home Buyers do!)

Hotpoint Co. (A Division of General Electric Company)

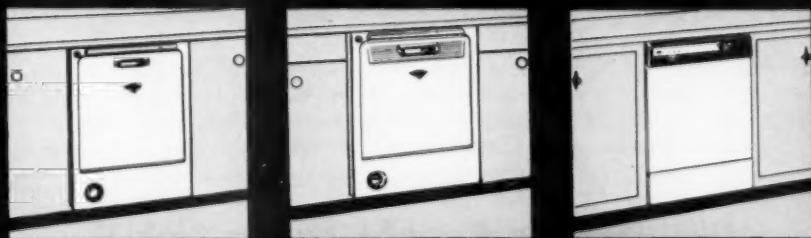
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Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
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You Can Add Important Profits To Every Home Sale—By "Selling-Up" Hotpoint Dishwashers

"Selling-up" can add extra net profit to every home you sell.

It's easy—you install Model MA in your model homes and—with Hotpoint selling aids—you'll quickly sell-up home buyers to the MC or DE. Or, you can install the MC and sell-up to the great DE.



GOOD Deluxe Model MA

An unequalled value for the economy-minded—with Push-button Control, Dual-Detergent Dispenser, two washes, two rinses, roll-out racks.

BETTER Spot-Less Deluxe Model MC

Everything that the MA offers—**PLUS**—Roll-R-Racks that roll out separately—**PLUS**—Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying!

BEST Spot-Less Supreme Model DE

All-new, with Dual-Cycle Selector—**Double-Deck Water Action**—Automatic Dual-Filter—bigger Roll-R-Racks. America's greatest dishwasher!



"94 out of 100 buyers chose steel windows"

reports Harold M. Luvisch, Detroit Builder



"We went all-out to please our customers when we built Riverbend Estates," said Mr. Luvisch, vice president of Luvisch Building Corporation. "We gave them quality materials, excellent construction. Large lots in a country setting. Schools, parks and shopping, all close by. And we offered them their choice of any type of window. You'll be interested to know that 94 out of 100 chose steel windows.

"Incidentally, their choice doesn't surprise me a bit. My father, my brother and I all use steel windows in our own homes."

Time and again, when given their choice, buyers have overwhelmingly

preferred steel windows. Offer your customers steel windows, and they'll get these important advantages:

1. Big glass areas for maximum light, views and ventilation.
2. Widest range of designs, from traditional to the latest ranch styles.
3. The smoothest-operating, most damage-resistant windows on the market—windows that won't swell and stick in wet weather.
4. Windows that can be washed, screened and equipped with storms, all from the inside.

As builder you gain the added benefits of fast, easy, economical installation. And, when you use rugged steel win-

dows, you don't have to put up with the bothersome and expensive damage that so often occurs when you're working with fragile windows.

Bethlehem Steel Company does not manufacture steel windows, but for many years has supplied the steel-window industry with the solid, specially rolled steel sections that give steel sash its unequalled strength. You'll find the manufacturers of steel windows listed in Sweet's File—AIA 17b.

BETHLEHEM STEEL COMPANY
BETHLEHEM, P.A.

On the Pacific Coast Bethlehem products are sold by
Bethlehem Pacific Coast Steel Corporation. Export
Distributor: Bethlehem Steel Export Corporation

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



AMERICAN BUILDER

HALL-MACK

bathroom
accessories

put a sparkle in her eye...



...and convenience and utility at her fingertips!

You can always be sure of enduring loveliness and the utmost in convenience and utility when you specify or install HALL-MACK Bathroom Accessories.

Bathrooms today have become one of the most important "showplaces" in the home. The *right* bathroom accessories and styling are of greater importance now than ever before. A modern, clean bathroom, with beautiful chromium plated Hall-Mack Accessories is the first choice of more and more builders, architects and plumbers . . . and more and more quality-conscious home owners and buyers everywhere.



Relaxation Unit
is handy, useful,
convenient —
recessed for
cigarettes,
ashtray,
magazines.

Concealed
Lavatory Unit.
Revolving door
hides soap,
tumblers
and brushes



Sold by leading plumbing, tile, and hardware dealers everywhere.



New Concealed Scale —
built in the wall for utmost
convenience and safety.

HALL-MACK COMPANY Division of **TEXTRON INC.**
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Please send your FREE color booklet of new bathroom ideas

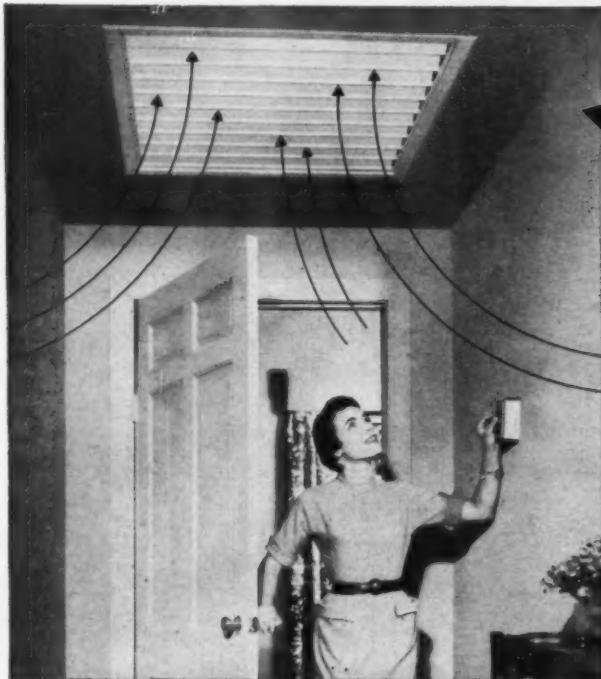
Name _____

Address _____

City _____ Zone _____ State _____

R&M-Hunter Attic Fans

COOL COMFORT AT LOW COST



NEW
• High and low speed
operation



Today's home buyers demand cool comfort . . . and an R&M-Hunter Attic Fan is the way to provide it at only a fraction the cost of air conditioning. This modern ventilating fan pulls cool, refreshing breezes throughout the house. Room temperatures are 10° to 20° lower on hot summer nights. Operating costs are low and there's no service problem. Fan unit is guaranteed 5 years; motor and shutter, 1 year. Backed by R&M-Hunter's 70-year fan experience. Capacities to 16,000 CFM, certified air deliveries.

New 1958 features

Extra comfort and convenience have been added to 1958 R&M-Hunter Attic Fans. Three new models are available with high-and-low speeds and stabilized motor-operated shutter.

Lowest cost installation

The R&M-Hunter Attic Fan rests on joists or floor over pre-framed opening. The shutters mount smoothly over ceiling opening, with flanges covering raw edges—no decorating problem. Wiring is just a matter of connecting to power supply and installing control switch.

Write for catalog and builder price list. See our section in Sweet's Catalog File.

HUNTER DIVISION-ROBBINS & MYERS, INC.
2604 Frisco Ave., Memphis 14, Tenn.



R & M - HUNTER
ATTIC FANS



Flexibility...

...it's the biggest news
in prefabbing today

The "take it or leave it" prefab package is dead; in its place, an almost endless variety of design

There's been a quiet revolution in the prefab industry—so quiet, in fact, that we think it's high time someone made some noise about it.

It wasn't many years ago that a prefab house was just that: one house, with one plan and one set of elevations. You could take it or leave it. Now it's no longer "a house"; it's just one design out of hundreds that can be created from a manufacturer's components system. It is possible to do whole developments with one manufacturer's houses and never build two houses alike. Prices can range from \$8,000 to \$80,000, or higher.

Most manufacturers provide "standard" packages, but by changing materials and elevations within allowable limits, "standard" can be stretched out to cover dozens of variations. And if this flexibility isn't enough, some companies have "custom" prefabbing operations whereby a builder can have any plan he wants prebuilt. All he must do is stay within the system's limits.

For the "1 to 25" builder, prefab's flexibility offers not just efficiency, but a new way to custom build

We're puzzled by the fact that only about 10 per cent of the houses built are prefabs. Considering the speed, simplicity, low overhead, and other advantages of prefabs, we think the figure should be much higher. So we polled 3,000 builders. It's their answers that made us decide to scream "flexibility."

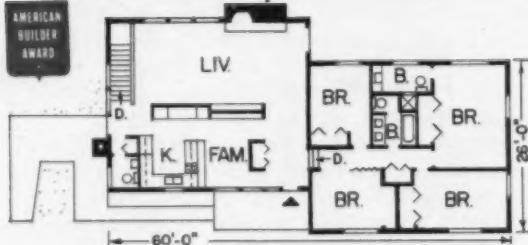
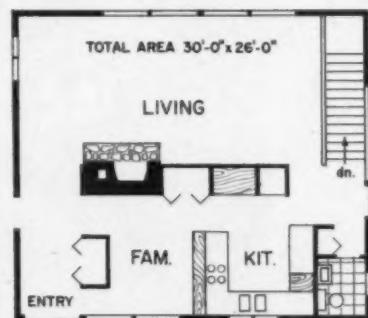
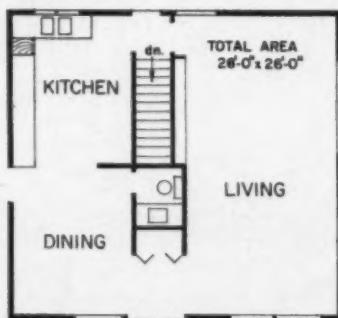
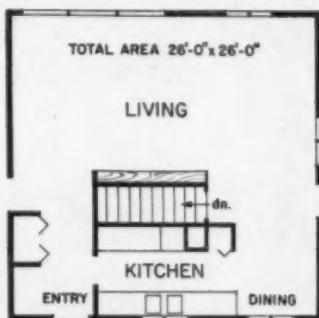
Most of our replies were from the group that makes up better than three quarters of the builders in the country—the "1 to 25" builders. And most of them who were not building prefabs gave as their reasons, "we're custom builders," "not enough variety," and "our buyers don't like prefabs."

Well, we think that many custom builders can "custom prefab" instead and do better. We've kicked "not enough variety" out the window in the following pages. And we think that the houses themselves will prove the best way of selling prefab to even the toughest customer.

Where do you fit in prefab's flexible future?

PREFAB'S FLEXIBLE FUTURE, continued

▼ By combining one of these living units . . .



THIS VERSION of the Modern Flex line was an award winner in AMERICAN BUILDER's 1957 Best Model Home contest. The living unit is set back and at a slightly lower level than the sleeping unit. Carport is off the kitchen.

LARGEST POSSIBLE PLAN went into this winner by Slavik Builders, Inc., of Detroit. Variation from standard is achieved by turning family room into a fourth bedroom, shifting fireplace to the back. Model has a cellar.

... you can put dozens of



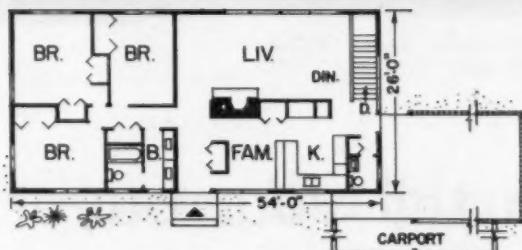
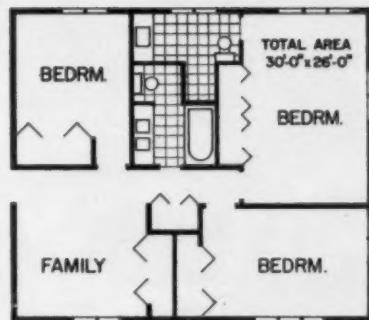
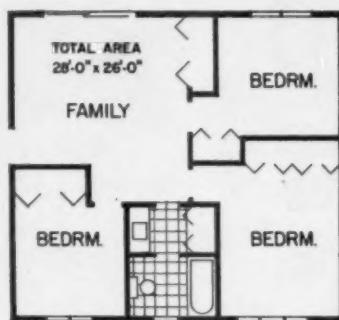
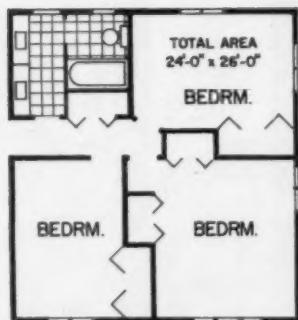
Says Modern's president, Bob Lytle: "Flexibility gets more important as the price gets higher. When you start building houses over \$18,000, it's practically a must."

How can a prefabricator take a well-designed house and, without wrecking its good looks, give it flexibility of floor plan?

The houses shown here prove that the problem can be solved. Although they look different on the surface, they're twins under the skin. They are just two of the dozens of possible layouts that can be built from Modern Homes' new "Modern Flex" line.

To accomplish the first step, producing an attractive house, Modern retained the well-known architect Minoru Yamasaki. He came up with a simple,

... with one of these sleeping units ... ▼



STRAIGHT LINE VERSION of the Modern Flex looks quite different from its brother at left, but just as handsome. It is built on hillside, has full basement opening onto lower level. There are slab, crawl-space models too.

LARGEST LIVING UNIT is combined with the smallest sleeping unit in this plan. There is a general openness of layout, but still good separation between the living room and the more informal kitchen-family room area.

plans into one basic design

clean-lined design for the basic model.

This simplicity of design is the principal reason for the success of step two—varying the elevation. The two basic units of the house can be in a straight line, set back, or at different levels. This would be fatal for a cluttered design. Here, as the picture at the left shows, the result is most pleasing. These changes, plus possible variations in exterior materials, make it possible to do a whole street without repeating an elevation.

Step three, putting flexibility into the floor plan, was accomplished by breaking the house into two

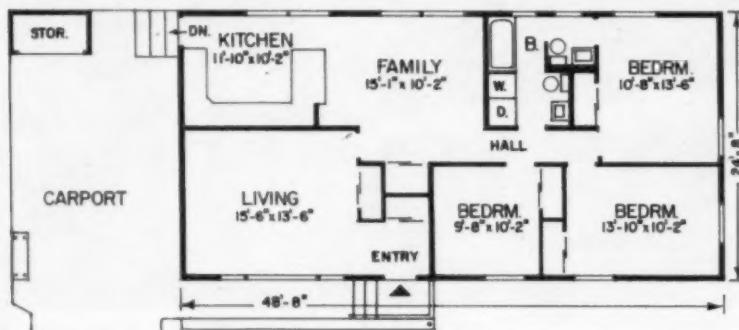
basic units, one for living, one for sleeping. The length of each unit can vary up to six feet, in two-foot increments. This will allow variations in room sizes and arrangements, but it's not enough to harm the basic proportions of the house.

The result is an astonishing degree of flexibility. A builder can build from a three-bedroom, one-bath house of about 1,300 sq. ft., to a four-bedroom, two-and-a-half-bath house of 1,560 sq. ft. The price, minus land and depending on the equipment included, can range from about \$16,000 to upwards of \$30,000.

PREFAB'S FLEXIBLE FUTURE, continued



PLAN is not the only thing that can vary in American's system. Elevation above is one of 24. Also, customer could substitute gable end roof, could change carport to garage.



FINISHED layout provides good traffic lanes; rooms are well positioned. Because of good pre-planning, this will happen with nearly any combination of "units."



WHAT
HOW

You can tell your buyer:



American Houses'
president John
McDonald says:

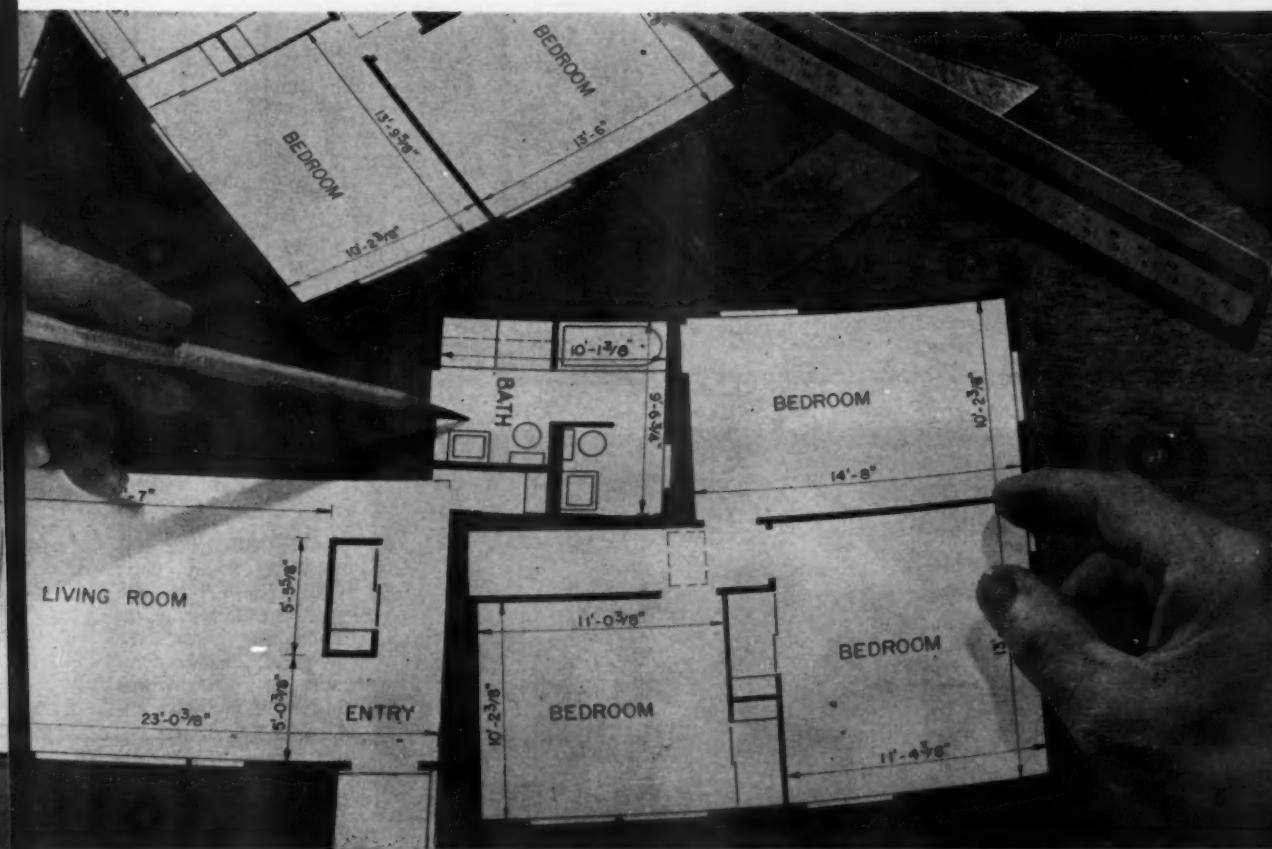
"I'm convinced that home building will increase between five and ten per cent during 1958. Prefab construction will contribute much of that increase. It will because prefabbers like American Houses are dramatizing flexibility."

"In a way, it makes me a custom builder." That's what builder Will Lennon of Lumberton, N.C., says of American Houses new "Young America" series shown on these pages.

What he means is this: there are so many variations possible both inside and outside the house that he's almost bound to give customers what they want. Limits exist, of course. As of this writing, the limit is the rectangular shape of the house. Yet, this is changing. In the works are an "L" shaped design and a split level, both with as many—or more—design variations as this house.

"But that's not all," builder Lennon continues. "The system eliminates my engineering expense. All I do is mark down code numbers corresponding to the templates chosen, send them off to the factory, and back come my plans, ready for construction, FHA, or anyone else."

"Most of all, though, this system serves as a



ASSEMBLY of finished floor plan can be done by builder or buyer from four basic templates: living room, bedroom, kitchen and bath, plus a variety of kitchen entrance "ends."

"Choose the plan you want"

powerful merchandising tool. I'm building houses which range around the \$15,000 level. Customers looking for homes in that price class are conditioned to taking pretty much what they get. Think of the sales advantage I have when I can tell them, 'Here, take these room templates, and design your own plan.'

Here's how American's system works. From five variable room "sections," something over 15,000 plans can be assembled. These sections include a living room; a kitchen or kitchen and family room combination; a bedroom "L", and a one-and-a-half or two-bath unit. The fifth template, an "end," consists of the kitchen entrance, stoop and cellar stairs (when a basement is built). It's used only when the kitchen lay-out doesn't fit against the exterior wall.

These templates can produce a house with 806, 904, 1003, 1102 or 1200 sq. ft. There will be

more when "L" and split plans come out.

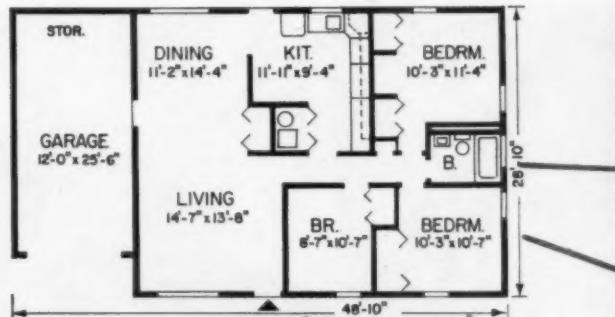
Added to the combinations made possible inside the house are those available for its exterior. Again, take the house pictured above. It has one of 12 possible front elevations (12 more when the living room is in the rear).

Its hip roof, now set at a 5 and 12 pitch, could be lowered to 3 and 12; or, the builder could have erected a gable-ended roof—at either pitch. Even that's not all. He could have built a roof with a flying gable, though only at the 3 and 12 pitch.

The carport could have been a garage, with the entrance in the front, as it is above, or in the rear. Now built for one car, it could expand to house two. As a garage, it could be attached to the house or be separated by a breezeway.

Actually, when all these variations, inside and out, are added up, the number of finished houses to choose from soars to more than 10,000,000.

You start with
a basic plan
like this . . .



CAPE COD styling is by architect Royal Barry Wills, one of the best known architects in the traditional field. The oversized chimney, his trademark, is a strong feature of the house.

... and you can give it
just the right style to
fit your market



Says National's president, Jim Price: "To sell in today's market, dominated by highly selective buyers, builders must put a great deal of flexibility into their operations."

In the early, inflexible days of prefab, one of the builder's worst problems was style. He had to take the package pretty much as it came, even if the architecture was New Mexico ranch and the builder was building in the middle of Boston.

Today's market has knocked this rigidity of design into the ash can. There isn't a prefab manufacturer who doesn't offer his builders variety, either with lots of basic packages, or with flexibility in the package through different materials and elevations. But this introduces another problem—how to make sure that all this variety doesn't turn



CONTEMPORARY styling is by architect Charles M. Goodman, long associated with National Homes. The design is simple and clean with a low roof and wide overhangs.



COLONIAL styling is by architect Emil A. Schmidlin. It differs from Cape Cod in being more formal and ornate. This model has brick veneer painted white which runs across the front.



SOUTHWEST modern styling is by architect Reginald Roberts. Elevation variety has been achieved by using carport instead of garage, and switching it to the side of the house.

into an architectural mishmash of divergent styles.

A significant solution to the problem is offered by the country's biggest prefabbr, National Homes, in its 1958 line. Like most other companies, National started with good design. They engaged not one, but four architects, each one noted for his special style. And they hit the 1958 market with four strong, distinct styles, at least one of which should appeal to buyers in any builder's area.

National maintains close architectural control, permitting no variations that will hurt these designs. Thus the builder can build nothing but well-

designed houses. He picks the floor plan he wants from the more than 100 offered by National, and wraps it in the styling that sells best in his market.

Finally, for the builder who can't get just what he needs from the standard plans, National offers a "custom prefab" service. Any plan can be used as long as it can be made to fit National's components system.

There is an engineering charge of seven per cent of the package price. This has resulted in a quietly booming business, which last year built more than 200 houses, half of them over \$50,000.

You can get both flexibility



A lot of the country's retail lumber dealers are enjoying a quiet boom with a prefab system whose very keynote is flexibility.

For the big manufacturer, distributing and storing components locally would be a huge problem. But for the lumber dealer, who works on a local basis already, it's a natural. He builds, and sells to the builder, the panels, floor sections and trusses that make up the system, and the possible design combinations are endless.

It is significant that in a year that saw building in a general nose dive, Lu-Re-Co was able to chalk up a better year than in 1956.

A builder can, of course, use his own plans with Lu-Re-Co. But he can get dozens of fresh ideas from his lumber dealer, including a new series of designs by the well-known California architect, Chris Choate.

USING THE SAME floor plan, the Lu-Re-Co builder can build many different houses. These are, clockwise from lower left, contemporary, ranch, colonial.

... and brick is stepping into



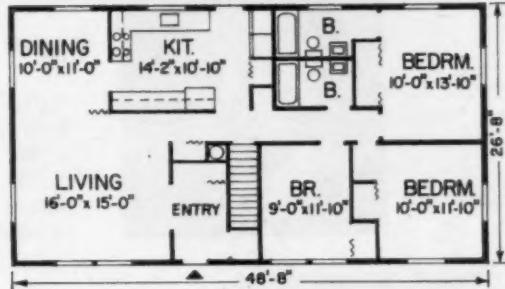
Brick has always been a problem for the prefabbricator. Over most of the country, brick is a builder's best selling point, yet it has remained one of the few house parts not supplied in a package.

Now it looks as though prefabricated brick is on the way. The Structural Clay Products Research Foundation has introduced a brick panel that both speeds up and simplifies construction. While it can be used as veneer, it is designed to be a two-and-a-half-inch thick bearing wall, with stacked joints. Its details are shown in this month's Better Detail Plate on page 206.

Five men put up the walls for the house on the opposite page in just eight and a half hours. The interior joints are mortared immediately, but outside mortaring can wait if weather conditions are bad.

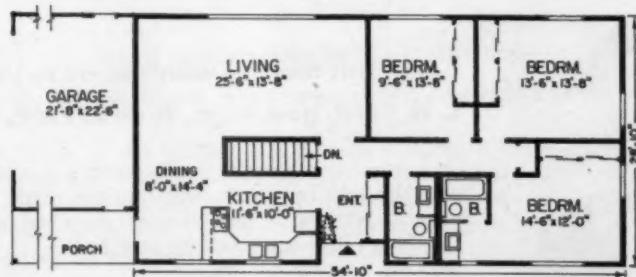
BRICK PANEL is moved into place by a special suction lifting device. It will be secured to the metal plate, shown here, and to a metal angle strip at bottom.

and high style from Lu-Re-Co . . .



the prefab picture too

TEST HOUSE is the first to be built from the new SCR brick-panel system. It is a conventional 1,200 sq. ft. ranch. Five men had it ready for the roof trusses in just one day.



EXTRA THIN load-bearing walls of the test house make extra space available inside. Wallboard is nailed to 2x2 furring strips. Finished wall is only 5" thick, less than veneered wall.

Here's what the prefab industry



"... 12 standard models, hundreds of designs..."

C. F. Travers, president, Richmond Homes, Inc.

"... four out of five of our sales are standard models; the fifth is a special design that fits our components... if a builder wants a special design, we want him to take at least 25 units; we don't want to tear things up for just one house... we have about 12 standard models, but with the variations in style, materials, elevations, etc., there are hundreds of designs. . . ."



"... we're interested in the individual site..."

K. W. Spalding, president, Hodgson Houses, Inc.

"Some of our houses are stock models, and a great many are built to architects' specifications... we are just as interested in the individual site-contract builder as we are in the tract builder... our module is a 16" width, a 2' depth, and our roof pitches are 5", 7½", and 12", although these can be modified in some circumstances."



"... we'd rather sell the whole package..."

R. B. Place, president, Place Homes, Inc.

"We have both colonial and contemporary lines, with many variations in floor plans in each line... we do sometimes sell components like trusses, panels, and window and door units separately, on a volume basis; but we'd rather sell the whole package. Ultimately the builder is better off this way."



"... we give lots of variety in the package..."

F. J. Samerdyke, pres., Harnischfeger Homes, Inc.

"There's been talk about prefabbrs selling separate components to give builders more flexibility... we don't think this makes sense... the builder loses all prefabbring's benefits that way, and we have all sorts of warehousing and inventory problems. Our builders are happy with the regular package as long as they get enough variety, and we're giving it to them. . . ."



"... this market won't come to you..."

L. H. Ford, gen. mgr., Ivon R. Ford, Inc.

"... you have to build to this market, it won't come to you... over the past two years, this fact has made us very flexible. At least 75 per cent of our plans get switched around, within limits... there's been a big call for motels, too... we've done a dozen over the past six months. . . ."

thinks about flexibility



“... more flexibility in the ‘standard’ package ...”

M. O. Gustafson, vice president, Lumber Fabricators, Inc.

“If we don’t give flexibility, we’re falling down on the job. For years we’ve let builders who order 25 or more houses make his own designs out of our components . . . but the builder has to do a lot of engineering, pricing, and so forth, and we think he’s better off with a standard package . . . we have more variation in these than most builders get out of ‘custom’ models. . . .”



“... the builder shouldn’t alter the package ...”

D. J. Scholz, president, Scholz Homes, Inc.

“We try to provide great variety of design, particularly in the higher price ranges, where it’s one of our big selling points, but we’re violently opposed to having the builder alter the package . . . we look at where a builder has failed with a house, and we usually find he changed it . . . the cost goes way up, and the design goes way down. . . .”



“... we’re getting closer to complete flexibility ...”

E. E. Kurtz, president, Inland Homes Corp.

“. . . we’ve always been very flexible, and we’re getting closer to complete flexibility, but we have to keep within the framework of a components system . . . people want to send us a plan on a scratch pad and have us prefab it, but you can’t mass produce one house at a time . . . you need standardization for production, and only production can lower prices.”



“... we’re aiming at ‘controlled flexibility’ ...”

Frank Thyer, pres., Thyer Manufacturing Corp.

“We have about 25 basic plans, and three basic styles . . . also we can customize a plan if it is made to fit our standard modules. This customizing is still new, but it looks terrific . . . still, we don’t want to say that we can build absolutely everything . . . we’re aiming at ‘controlled flexibility’ for the present.”

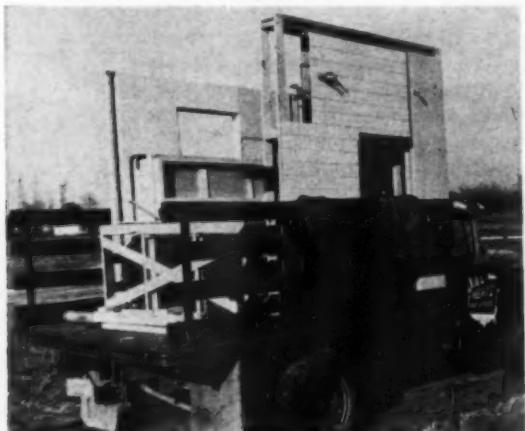


“... we’ll prefab one house at a time ...”

G. W. Mefferd, vice president, Modular Homes, Inc.

“Most of our builders are custom builders. With our system of post and beam it’s easy to substitute different panels, so we’re very flexible, and we’re perfectly willing to do one house at a time on special order . . . we have 270 houses in our own subdivision, and more than half are individual designs. . . .”

There are new parts coming for the prefab package, and they're aimed at breaking building's biggest bottlenecks



1 ENTIRE two-bathroom package is easily carried in a medium-sized truck. All fixtures are included.



2 FRONT WALL is unloaded. Open area under tiling is where tub will fit; rest of panel is dry walled.



4 TUB SLIDES into place. Vertical flange around edge goes behind tiling lip, which hangs below wall board.



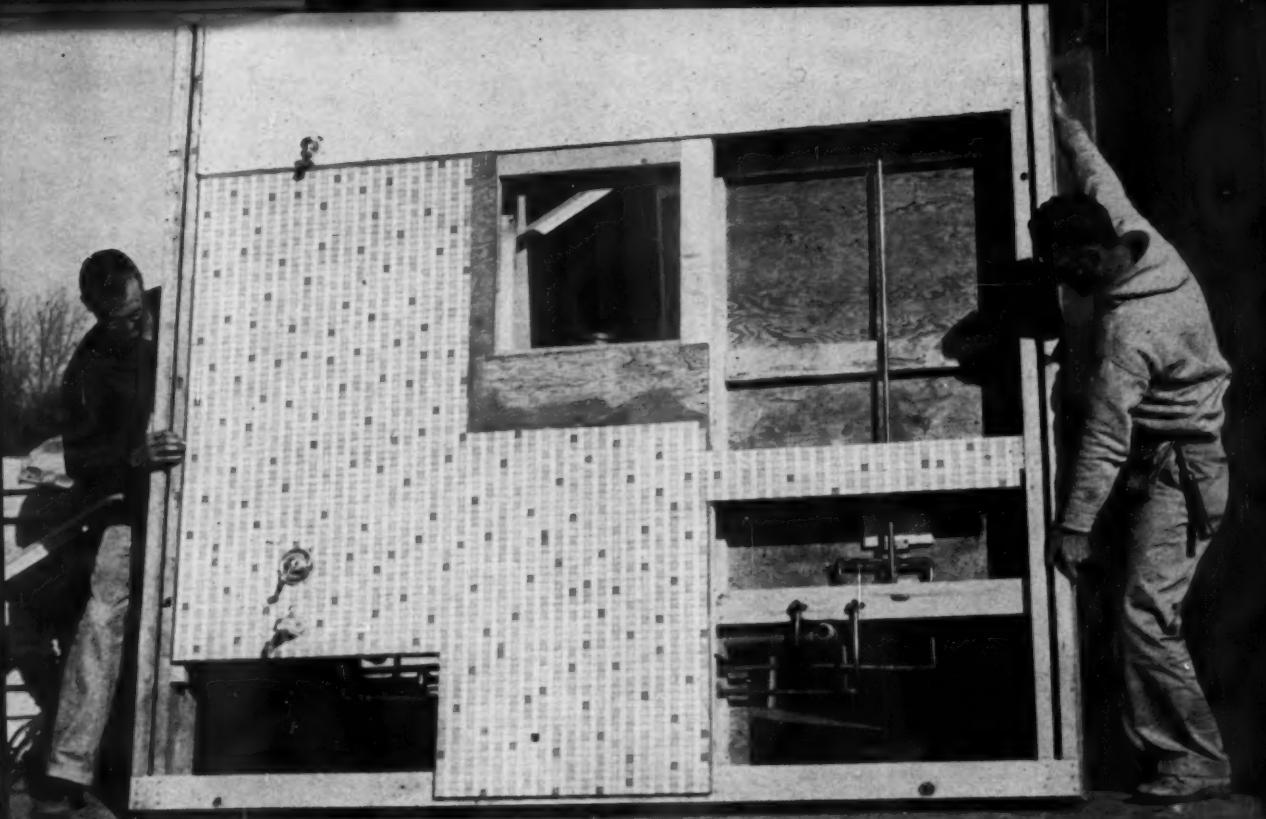
5 BACK WALL is put up. Note that tiled floor has been set; it also arrived in one pre-tiled piece.

You may be using this pre-built

Most builders are familiar with the almost incredible speed at which a prefab shell can be built. They are also familiar, unfortunately, with the conventional snail's pace at which the inside of that same house is often finished off.

One of the most promising aids toward breaking this bottleneck is the bathroom package shown here. Built by the Apsco Manufacturing Co., it is included by Thyer Homes in some new models.

The house shown under construction is Thyer's



3 CORE of the bathroom package is this wall, which holds all the rough plumbing for two baths. Other

side is an exact duplicate. Future models will have wall-hung toilets built right into the wall.



6 MEDICINE CABINET has been set in, and the base of the vanity is being moved into place below it.



7 VANITY TOP is on, and third wall goes up. Last step is the front wall shown in picture number 2.

bath in next year's houses

"Homestead," AMERICAN BUILDER's February Blueprint House. The bathroom package arrived at the site just as the exterior walls were going up; two and a half hours later the baths were finished. All that was left to do was finish hooking up the

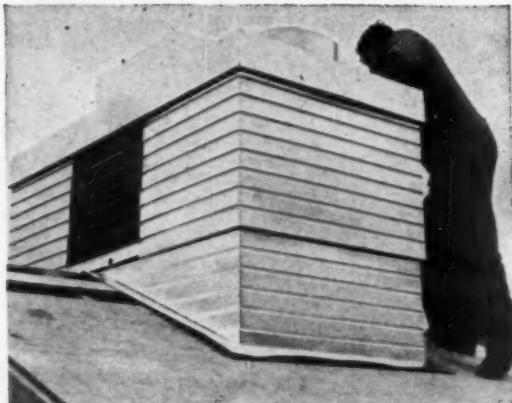
plumbing, run the wiring, and finish off the drywall.

In fact, this package and the ones on the next page introduce a new problem into prefabbing: how to get the roof on the house in time to protect the parts of the interior that are already finished.

In these three packages, a whole

1 In the chimney, the a/c condenser unit

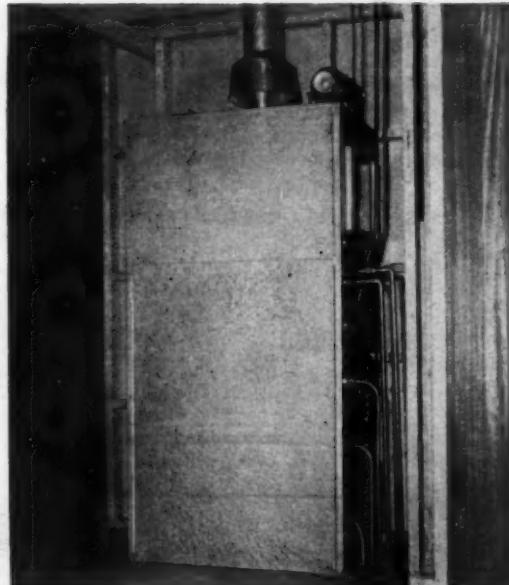
Also unveiled in the "Homestead" is a complete heating and cooling system, delivered in three packages, and assembled into the compact unit diagrammed on the next page. The picture at right is the chimney. Its shell is made of sheet steel, making it light, easily handled. Into it go the two flue tops, and the coils and fan for the air-conditioning system. There are models for any roof pitch, and for side as well as across-the-ridge installation.



2 Three machines in the space of one furnace

Named the "Module V," this unit contains the hot-air furnace, the air-cooling unit, and the hot-water heater.

For the builder, the Module V has two very important characteristics. First, it is tremendously compact. All of its functions are contained in the space generally taken by just the furnace. Second, this compactness leads to extremely quick, easy installation. Once the unit is set up, and the two ducts and the smoke pipe connected, there remain just the electric wiring and seven pipe connections, all, as the picture shows, easily accessible.

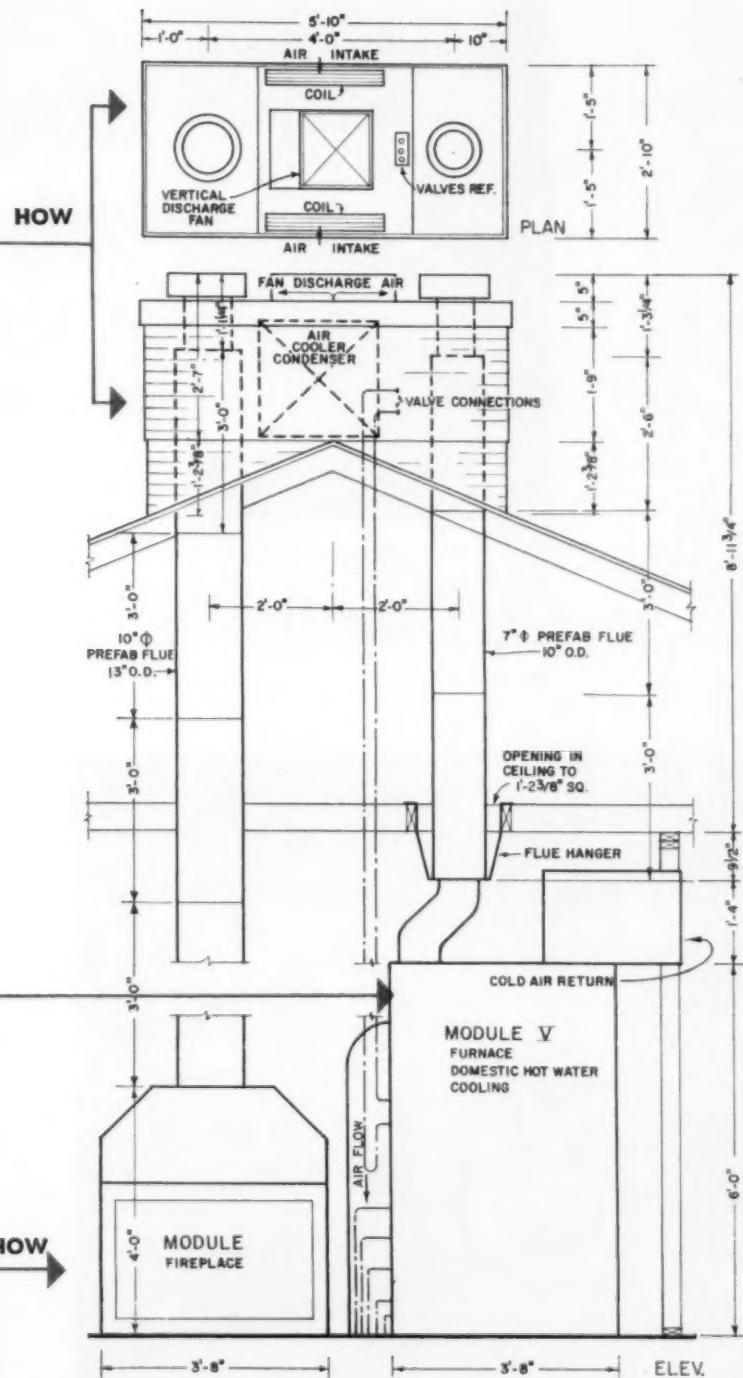


3 A fireplace that just sits on the floor

This part of the fireplace package is the shell, the rest of the assembly is shown on the far page. No footings are needed, even under a wooden deck. The fireplace is very light, and all of the weight of the chimney unit, also very light, is carried by the roof structure.



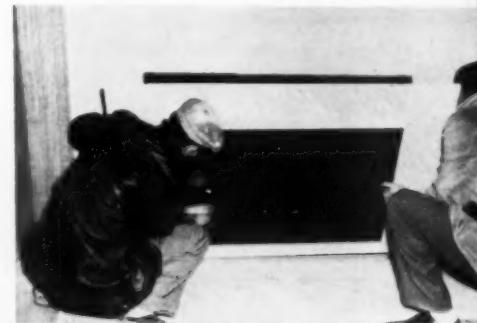
heating-cooling system



Finishing touches on the fireplace



PREBUILT paneled wall with fireplace opening is set up in front of the shell and the furnace unit.



HEARTH and surround of marble are put up. Hearth is set in adhesive, surround is pinned in place.

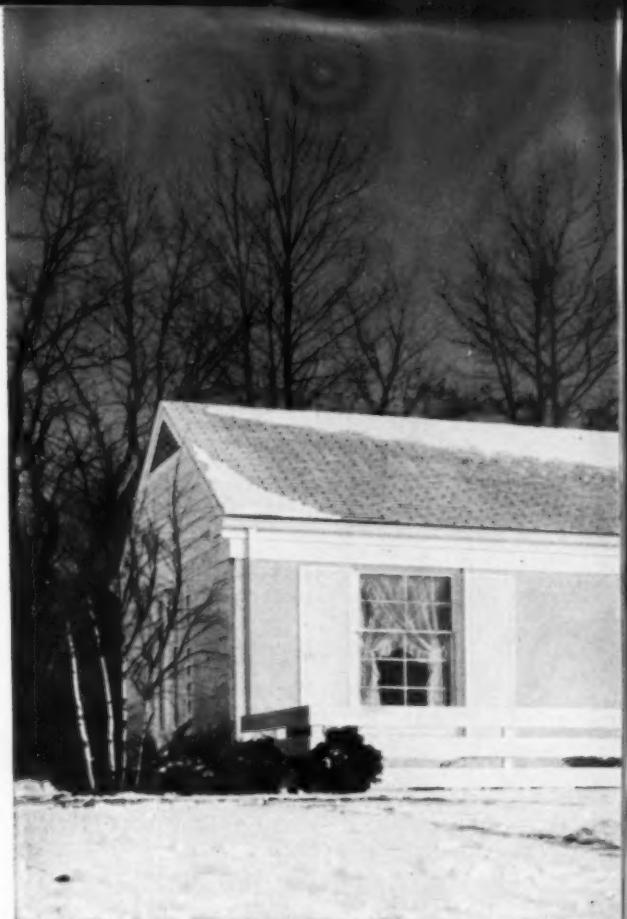


PREBUILT MANTEL is put up, and fireplace is finished except for accessories. Next page shows final job.

This month's Blueprint House— it's a salesman for prefab

No matter how efficient and complete the prefab package is, it's no good to the builder unless it sells. Thyer's "Homestead," as these pictures show, should sell like hot cakes.

The important news for the builder who is not yet prefab conscious is that the "Homestead" is typical, not unique. Today's prefab manufacturer is intensely style conscious. And along with the bathrooms and fireplaces and furnaces, good looks are increasingly a most important part of the package.



COMPLETELY ASSEMBLED, the fireplace makes a handsome addition to the living room. Certainly no home-

owner, unless told, would be aware of its being packaged. And, can builders buy it separately? Thyer says: "Yes."



HOUSE SELLS for \$26,500 with land, which here cost \$4,000. This does not include air conditioning—an addi-

tional charge of about \$800. For an account of the modular panel system, see the following pages.



CAREFUL PLANNING went into this house. Notice how both "open" and private "living" are possible here. Fam-

ily room and kitchen are one, while dining alcove and living room are complete units—all easy to get to.

NEW PARTS FOR THE PACKAGE, continued



THE "HOMESTEAD" is part of Thyer Homes' new "Executive" series

WHAT

HOW

AMERICAN
BUILDER
BLUEPRINT
No. 250

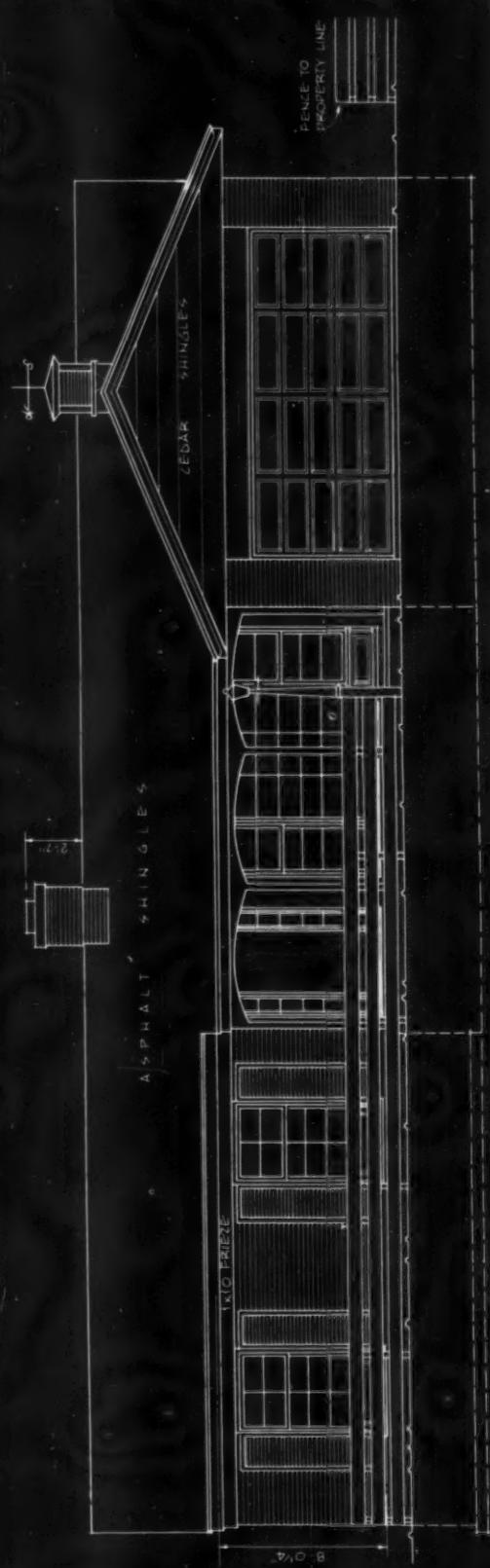
Under the "Homestead's" skin, an economical modular system



Says Dick Pollman, designer of the "Homestead" and its new components: "For the builder, working with 16" repetitions makes measuring easier, mistakes less likely, costs lower."

The plan above shows the 16" modular system from which the "Homestead" is built. Thyer started using this system last year, plans to have its entire operation on this module by the end of 1958.

For the manufacturer, the advantages of such a system are obvious. He can create innumerable designs without changing his basic plant setup. But the builder benefits too. Much of the manufacturer's savings are passed on to him; and the ease of creating new designs means he can have something fresh for his market any time he wants it.

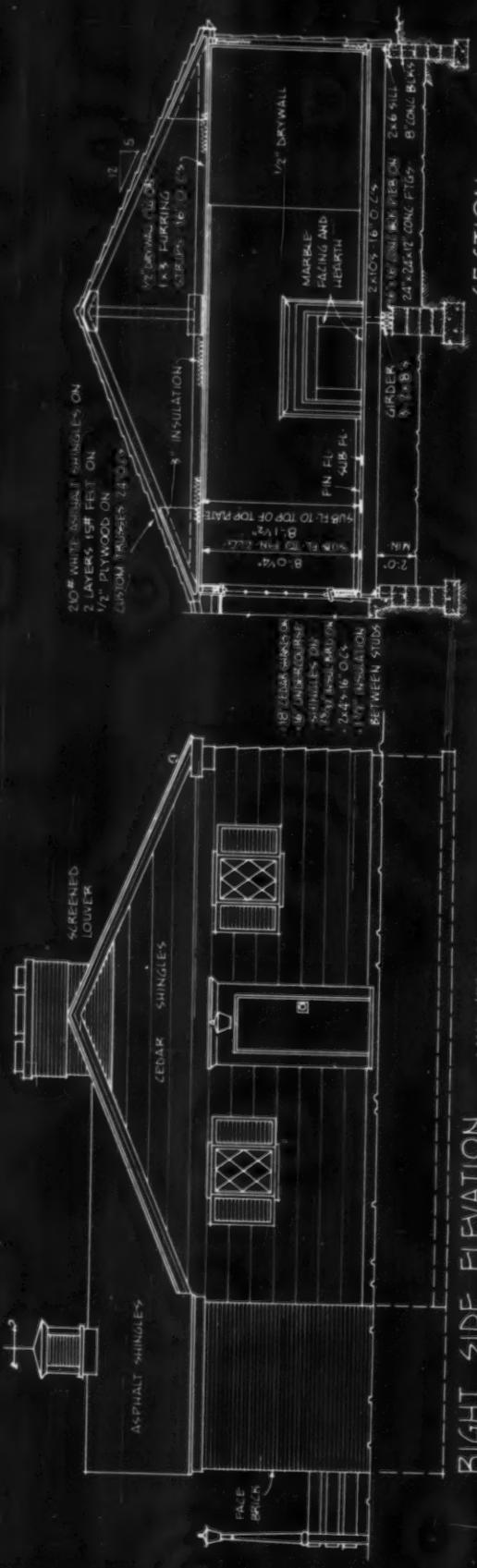


FRONT ELEVATION



AMERICAN BUILDER BLUEPRINT SERIES.

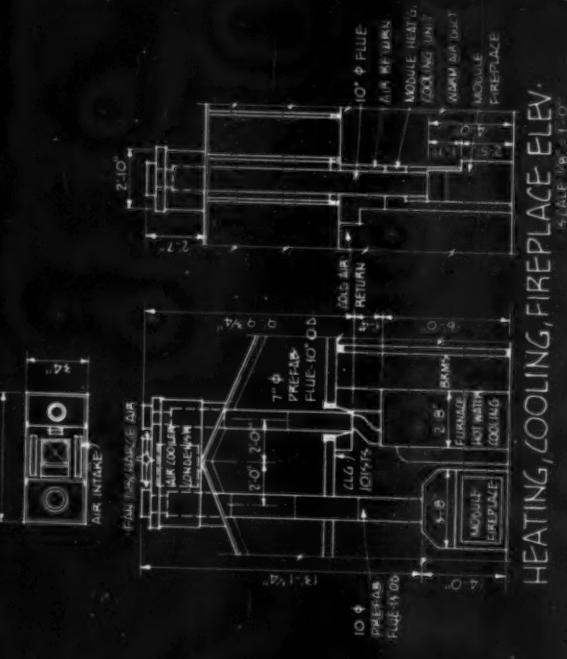
2-58



RIGHT SIDE ELEVATION

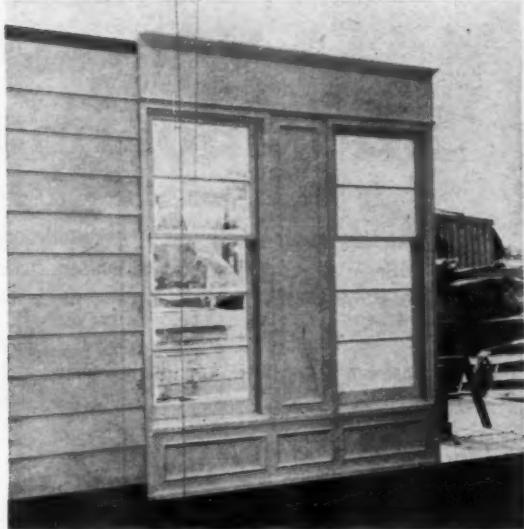


LEFT SIDE ELEVATION

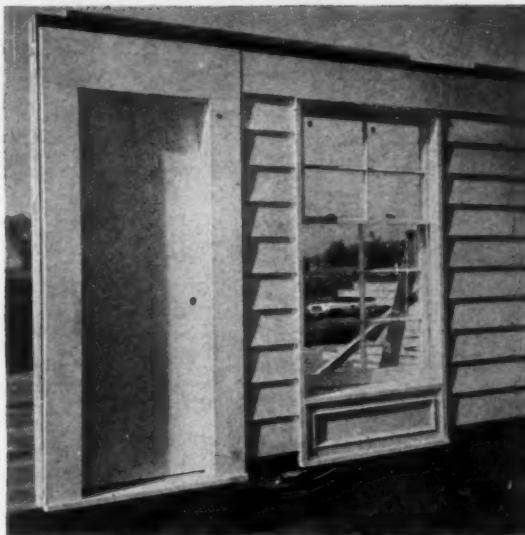


HEATING, COOLING, FIREPLACE ELEV.

NEW PARTS FOR THE PACKAGE, continued



WINDOW PANELS start at 32" width, go up to any size in 16" multiples. "Homestead's" style carries window casing right to deck line, eliminates "lacing up" the horizontal siding at points where panels butt.



DOOR PANELS start at 48" width in the new Thyer system, get as big as 84" with double doors and big side lights. This rear door panel is 48"; front door panel on the "Homestead" is 64".

Here are some of the panels that make up the "Homestead's" shell

QUANTITY MATERIAL LIST

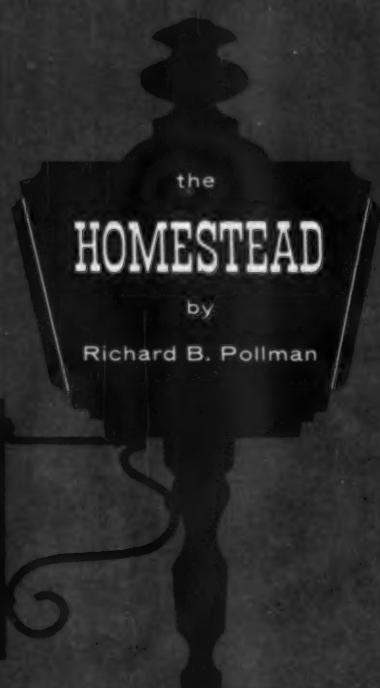
House Area	Frame	Ranch
		1,513 sq. ft.
CONCRETE WORK		
Location	Actual	Actual +5%
Foundation Footing	162 cu. ft.	
Pier Footings	20 cu. ft.	
Concrete Walls	136 cu. ft.	
Concrete Checks	64 cu. ft.	
Garage Slab	146 cu. ft.	
Porch Slab	34 cu. ft.	
Chimney Footing	28 cu. ft.	
Chimney Stack	72 cu. ft.	
	662 cu. ft. or 695 cu. ft.	or 26 cu. yds.
BRICKWORK & BLOCK		
Location	Description	Amount
Walls	8" block	910 block
Piers	16" x 16" block	20 block
Walls	4" brick	324 sq. ft.
Chimney	brick	270 cu. ft.
Flue Lining	12" x 12"	36 lin. ft.
Flue Lining	8 1/2 x 8 1/2"	14 lin. ft.
Slab Reinforcement	#126 mesh	470 sq. ft.
DRYWALL		
Location		Amount
Walls	approx. 3,200 sq. ft.	
Ceilings	approx. 1,513 sq. ft.	
Garage Walls	approx. 550 sq. ft.	
Garage Ceilings	approx. 470 sq. ft.	

(Continued on page 198)

• Brand name products used:

Formica, counter tops; Raynor Manufacturing Co., garage doors; American Shower Door Co., tub enclosures; Fenestra, aluminum sliding doors; Stanley and Kennatrack Corp., miscellaneous hardware; Weiser Co., door locks; Miami-Carey, medicine cabinets and bathroom accessories; Waste King Division of Given Manufacturing Co., garbage disposals; NuTone, Inc., exhaust fans; Libbey-Owens-Ford, Thermopane; Frigidaire, electrical appliances; Tappan, gas appliances; Bryant Division of Carrier Corp., furnaces; Wakefield Co., plastic bathroom Sunshine Ceilings; National Gypsum Co., insulated sheathing, asbestos sheets and gypsum wallboard; Johns-Manville, insulated sheathing and asbestos sheets; Insulite, insulated sheathing; U.S. Gypsum Co., gypsum wallboard; Air Control Products, metal closet rods; Fabrow, Inc., windows; Rilco, laminated structural wood beams; Celotex, sheathing, roofing and gypsum; Richkraft Co., building paper; Sager Weatherstrip & Calking Corp., aluminum thresholds; Kreuger Manufacturing Co., aluminum combination units; Acme Door and Trim, birch doors, aluminum combination doors, shutters; Nickey Bros., Inc., hardwood flooring; Alfol insulation by Reflectal Corp.

Introducing



the
HOMESTEAD

by
Richard B. Pollman

It's All Done With Components

The Homestead is only one in a revolutionary new series of Thyer designs offering builders the opportunity for greater elasticity, greater flexibility.

Constructed entirely with Modular Components that can fit together in an infinite number of combinations, this lovely model is readily adaptable to a



**THYER
HOMES**

The Homestead - an Executive Series design featuring three bedrooms and two baths. Available only in non-basement models.

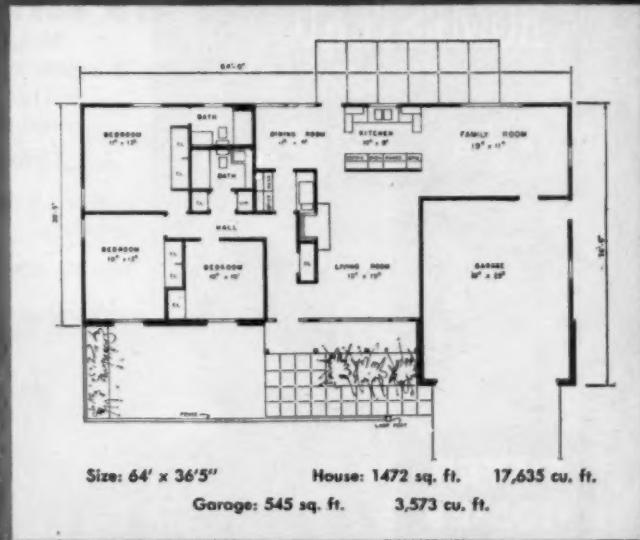
wide variety of local market conditions, tastes and budgets. Gone forever is the necessity for "peas in a pod" housing. Now at last you can offer a more diverse line and greater individuality to today's discriminating buyer. What's more, you have a basic cost control that can be easily predetermined to an exact figure.

A glance through the following pages of advertising will show some of the top quality components that are going into the Homestead. As always, only the best is ever used in a Thyer!

THE THYER MANUFACTURING CORPORATION

2854 Wayne Street
Toledo 9, Ohio

P. O. Box 336, Dept. 5
Collins, Mississippi



As Featured
in the

HOMESTEAD

**THYER
HOMES**

JM Asbestos Flexboard and Strongbord Sheathing

A Selling Combination in Every Homestead

Practically indestructible, Johns-Manville pre-primed Asbestos Flexboard cannot rust or rot . . . provides a completely smooth, flat, uniform surface for decorative painting. Easy to handle, it can be applied with ordinary tools . . . nails like wood . . . no drilling.

Modular panels of Asbestos Flexboard combined with tough moisture-proof JM Strongbord Sheathing provide a finished exterior wall that costs less to construct, less to maintain. Little wonder these products are such a potent selling combination in every Homestead.

For complete information, write Johns-Manville, Box 111, New York 16, N.Y.



Johns-Manville

JM STRONGBORD
SHEATHING

JM
PRE-PRIMED
ASBESTOS
FLEXBOARD



As Featured
in the

HOMESTEAD

**THYER
HOMES**

**Every Homestead
SMARTER and SAFER...
because of WEISER**

Weiser Locks . . . the touch of quality that meets the eye — the visual value that sells homes.

Weiser Lock construction assures trouble-free operation and years of durability . . . eliminates costly repairs and bothersome replacements.

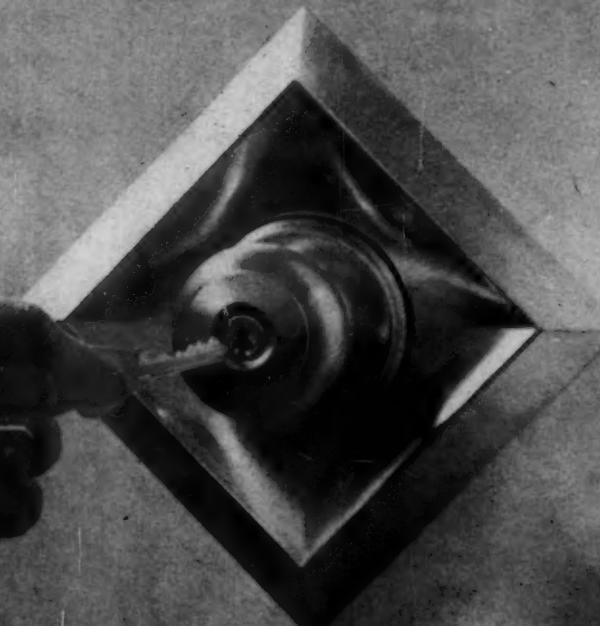
Weiser Locks are proof of built-in value.

WEISER LOCKS

WEISER COMPANY • SOUTH GATE, CALIFORNIA



WEISER



As Featured
in the

HOMESTEAD

**THYER
HOMES**

**Value is more than
skin deep in Thyer's
Homestead**

Ceilings and sidewalls are fully protected by Borg-Warner's ALFOL Multiple-Layer Reflective Insulation

Today, hidden value is a "buyword." Discriminating homebuyers are seeking "plus" values, even underneath the surface . . . a good reason why Thyer's dramatic new Homestead is completely wrapped with Borg-Warner's ALFOL Aluminum Foil Insulation.

Its multiple foil sheets, reflecting 95% of all radiant heat, ALFOL delivers the utmost in year-round comfort. Keeps homes up to 15° cooler in summer, reduces winter heating costs as much as 33%.

Positive Vapor Barrier

ALFOL guards against moisture condensation, too. Its heavy kraft-and-duplex backing affords a positive, continuous vapor barrier. Yet, ALFOL actually costs less to buy, less to apply than comparable bulk-type products.

FREE DATA BOOK. Learn how ALFOL can help you build better for less. Send for free copy of 24-page Data Book. Write Reflectal Corp., Dept. AB-2, 310 S. Michigan Ave., Chicago 4, Ill.



REFLECTAL®
Borg-Warner®



As Featured

in the

HOMESTEAD

CELOTEX SHINGLES give you extra sales features!

The unusual beauty of *Color-Harmonized* Celotex asphalt shingles attracts prospective buyers. And you can assure them there is no finer roof than rugged *Triple-Sealed*® shingles with extra years of service built in!

Remember — more than a third of a century of product performance and advertising leadership have established public confidence in the **CELOTEX** brand name. When you build with Celotex products, this consumer preference goes to work for you. Let the name **CELOTEX** help you sell more homes!

Write for the name of your nearest
Celotex Roofing distributor.

**THYER
HOMES**

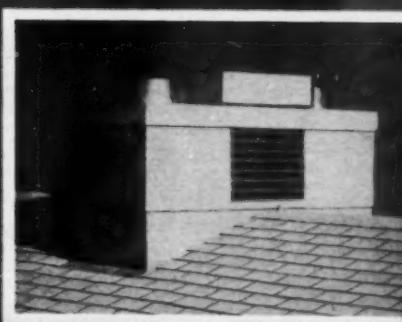
CELOTEX BUILDING PRODUCTS

REG. U. S. PAT. OFF.
120 South LaSalle Street • Chicago 3, Ill.

As Featured
in the

HOMESTEAD

In 16 Sq. Ft. of Space . . .



MODULE V UNIT

**THYER
HOMES**

MODULE FIREPLACE UNIT

• All Components for Year Around Comfort!

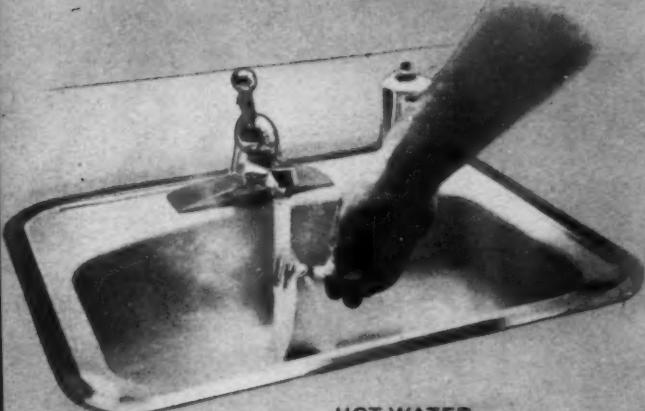


Modular Mechanical Components Inc.

94 E. College St.
Hillsdale, Michigan

Now, a brand new three-in-one cooling, heating and hot water unit plus a completely prefabricated fireplace with chimney and roof housing to save you building time and dollars — increase the saleability of your homes. Together these amazingly compact components fit into only 16 sq. ft. — leave just that much more area for family living and extra storage. Delivered to your site ready to install, both the Module V and fireplace unit can be in place and ready to use in a minimum number of man hours . . . no tricky fitting or assembling required. The fireplace unit, floor type or raised, is available with various attractive contemporary or traditional mantel facings. The Module V may be obtained in two, three or five ton air conditioner capacities and up to 150,000 B.T.U. heating output.

Write today for further information on either or both of these revolutionary comfort components.



HOT WATER

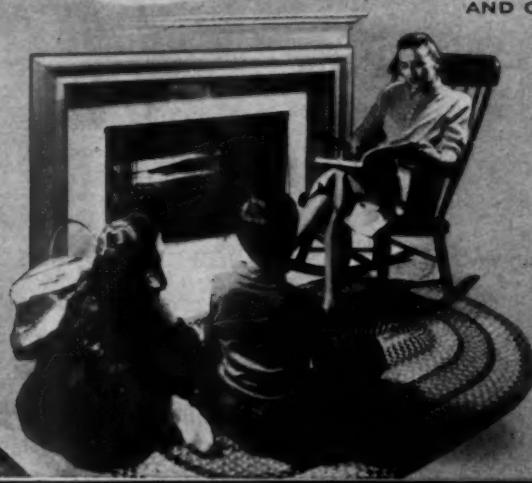


HEATING . . .

. . . PLUS EXTRA
WARMTH
AND COZINESS



COOL AIR



As Featured
in the
HOMESTEAD

**THYER
HOMES**

Functional . . . Beautiful . . .
HOMESTEAD KITCHEN CABINETS
by MERILLAT

A striking, easy-to-care-for Merillat kitchen of birch . . . breathtaking complement to modern home design . . . most vital component to the homemaker's happiness. Women know at a glance you're offering them the best. Why not put Merillat glamour into your homes?

No matter what the kitchen plan, Merillat engineering and layout experts can assist in specifying the most practical cabinet arrangement.

MERILLAT WOODWORKING CO.
2075 W. Beecher Road • Adrian, Michigan

Merillat
KITCHENS
of BIRCH

As Featured
in the

HOMESTEAD

on the surface . . . and underneath

**THYER
HOMES**

Gold Bond Gypsum Board
...for lasting strength and durability

Walls and ceilings go up FAST . . . when they're built with Gold Bond Gypsum Wallboard. Panels are accurately sized for quick, easy application; tapered edges are true and even for smooth, better-looking joint treatment. And homeowners enjoy the satisfaction of having fireproof interiors.

Many Thyer homes also have exteriors built with new Gold Bond "Pre-Primed" Asbestos Board Panels. For information about this and other Gold Bond® Building Products, write National Gypsum Company, Department TAB258, Buffalo 2, New York.

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

As Featured

in

**THYER
HOMES**

Beams of Character

Rilco laminated beams like these blend beautifully with any house design — contemporary or traditional. They have the warm richness only wood can give, plus beauty that lasts through the years, for Rilco laminated members resist warping, twisting, cracking.

Beams of Precision

Specially dried lumber is arranged in relation to design, glued and machine finished, while under constant quality control. Popular size beams are carried in stock for immediate delivery. Rilco saves you time — yet first cost is surprisingly modest. For more information write

**THYER
HOMES**



RILCO LAMINATED PRODUCTS, INC.

W811 First National Bank Building

Saint Paul 1, Minnesota

District offices: Newark, N. J. • Fort Wayne, Ind. • Tacoma, Wash.

As Featured
in
**THYER
HOMES**

**THYER
HOMES**

In wintertime Homestead families can depend on BRYANT

Builders everywhere find it is profitable to choose dependable Bryant Furnaces. They're easy to install and economical to operate.

Home owners prefer Bryant for maximum comfort.

BRYANT MANUFACTURING COMPANY
2020 Montcalm Ave. • Indianapolis, Ind.

bryant

As Featured
in the
HOMESTEAD

Another reason for
Homestead Quality

PEERLESS PRE-HUNG DOORS

Consistent quality worthy of the Homestead is assured by the use of Peerless Pre-Hung doors. Adjustable to any wall thickness, the Peerless Pre-hung is a complete package consisting of door, jamb, casing, stop and Quality hardware . . . all completely and carefully assembled — ready for installation and available in a variety of sizes and veneers.

PEERLESS WOOD PRODUCTS
345 Schoeffler Rd., Detroit, Mich.

**THYER
HOMES**

Tempts every prospective home-maker . . . They all want a WASTE-KING

There's no better way to remove food waste quickly and noiselessly than with a Waste King Garbage Disposer. There's no better salesman for your homes. Women everywhere appreciate its efficiency and durability . . . consider it an indispensable kitchen convenience. There's less after-the-sale service, too, with Waste King's complete service policy.

Get The Complete Facts. Write to:

WASTE-KING CORPORATION
3300 East 50th St.,
Los Angeles, 58 Calif.



DISHWASHERS • DISPOSERS • BUILT-IN ELECTRIC AND GAS RANGES • INCINERATORS

As Featured
in the
HOMESTEAD

VITROLINER

Prefabricated Chimneys for
easy installation, safety, long life

Builders and contractors, large and small are sold on Vitroliner chimneys! Here's why —

- **QUALITY-BUILT** of the finest materials.
- **ENGINEERED** construction using the same time tested design for more than 15 years.
- **ASSEMBLED** on the job in lightweight sections for fast installation . . . maximum flexibility.
- **FEATURES** the choice of many styles, sizes, colors and flue diameters.
- **AVAILABLE** from Chicago factory tailor-made to fit. Also shipped in knocked-down form by nearby distributors and dealers. Listed by Underwriters Laboratories for all fuels—accepted by local and state building authorities—insurance rating bureaus—and the Building Officials Conference of America.

Write today for details.

VITROLINER

CONDENSATION
ENGINEERING CORPORATION
311 W. Wacker Drive, CHICAGO 6, ILL.

**THYER
HOMES**

As Featured
in the
HOMESTEAD

**THYER
HOMES**

**The House That Puts on a
Good Front...a Door by ACME!**

Nothing is so important to the appearance of a home as the front door . . . nothing so completely reflects your taste and judgment. More and more, Acme doors are the choice of quality home builders throughout the country. Simple to hang, easy to maintain, they stand up under years of service . . . always help your homes put their best front forward.

ACME DOOR & TRIM

Mfg. & Distributor of Birch & Mahogany Flush
Doors & Aluminum Combination Storm Doors
22500 Telegraph Rd. • Detroit 41, Michigan

As Featured
in the
HOMESTEAD

**THYER
HOMES**

**KREUGER Combination Storm
Windows Outside Mean
Comfort Inside**

Modern Kreuger aluminum combination windows cannot rust or rot . . . require little maintenance . . . operate efficiently year in, year out in any climate. Light weight and easy to handle, they never have to be taken down or stored. Finger tip operation permits quick, easy change-over from snug winter storms to summer screens for cooling and pest control. With Kreuger you guarantee your homes lifetime comfort and beauty.

KREUGER MANUFACTURING CO.
1445 East Main St., Owosso, Michigan



DINING ROOM

11' 0" x 8' 2"

KITCHEN

10' 0" x 8' 2"

REFRIG	OVEN	RANGE	BRM.

As Featured
in the Southern
HOMESTEAD

**THYER
HOMES**

LIVING ROOM

**Decorative Boro Cabinets
The Selling Touch In
Southern Homesteads**

Striking Boro Cabinets in birch finish, ash and knotty pine dress up any kitchen . . . are designed for easy maintenance and complete efficiency. There's never any clutter in a Boro equipped kitchen. Everything is in its place — everything is within easy reach.

Whether you're building new homes or giving old homes a fresh lease on life, you'll find that Boro cabinets create a warm welcoming atmosphere . . . are the best sales inducement for the homemaker — the one who really makes the buying decision.

Direct factory-to-job delivery in our own vans.



Kitchens

BORO WOOD PRODUCTS COMPANY, INC.

Manufacturers of Wood Kitchen Cabinets & Sink Tops
BENNETTSVILLE, SOUTH CAROLINA



As Featured
in the Southern
HOMESTEAD

**THYER
HOMES**

**Aluminum Awning Windows
by Arnold Altex**
**RIGHT FOR ANY CLIMATE
IN ANY SEASON**

Every home buyer goes for Arnold project-o-win windows. They create an ideal indoor, outdoor relationship . . . let cooling breezes in — keep rain out. Perfect window treatment for either a few rooms or a whole house, their dramatic narrow vent design lends further individuality to interiors and exteriors alike.

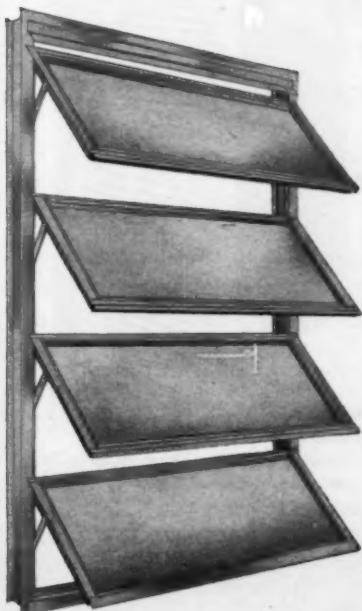
Easy to clean, simple to operate, they're functional as well as decorative. Maximum tight closure saves fuel costs in cold weather — reduces air conditioning costs. Available with quickly interchangeable screens and storm sash.

Arnold Altex Vertical Glide (Carolina Model), Double-Hung, Horizontal Glide and Jalousies are also used in other Thyer homes.

Immediate Deliveries From Factory or Centrally Located Warehouses



120 Industrial Rd., Summerville, South Carolina
6721 N.W. 36th Avenue, Miami, Florida



As Featured
in the Southern

HOMESTEAD

**THYER
HOMES**

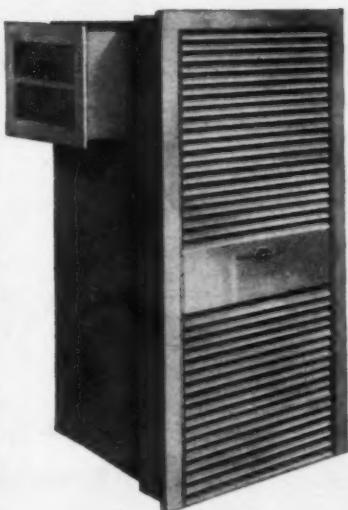
Compact and Efficient...

MONOGRAM

**Gas Recessed Heaters Put More
Sell In Southern Homesteads**

With Monogram Gas Recessed Heaters, your customers are assured year around living comfort in every room of the house. Available for flush mounted recessed installation, these completely pre-assembled components cut construction and installation costs . . . save valuable floor space. Make Monogram Gas Recessed Heaters a prime selling feature in your homes, too. Prospective buyers are quick to appreciate their many advantages.

**THE QUINCY STOVE MANUFACTURING CO.
QUINCY, ILLINOIS**



- Fits conventional or prefab houses
- Four outlets (optional extra) for either or both sides or rear of heater
- Use with or without ducts
- Fan for forced air circulation
- Self trimming — mounts flush with wall
- Attractive removable front grill
- 75,000 BTU input
- For LP, natural or manufactured gas

As Featured
in the Southern

HOMESTEAD

**THYER
HOMES**

**Roofed with BIRD Shingles,
Southern Homesteads
LOOK BETTER... SELL EASIER**

Now you can give your homes new color freshness, new individuality, greater sales appeal with nationally advertised Bird shingles. Available in rich jewel tones and soft pastel shades created to compliment a wide variety of wall and trim colors, Bird shingles are the crowning glory on any home. What's more, Bird Master-Bilt double surface thick-butt construction guarantees your customers weather tightness second to none . . . pay for themselves many times over in extra years of service.

Ask your distributor today for further details or write to Bird & Son, inc., Dept. AB-4, East Walpole, Mass.

BIRD
for Roofs
THE BEST YOU CAN OWN

QUALITY PRODUCTS SINCE 1795 • EAST WAL-
POLE, MASS. • NEW YORK, N. Y. • CHICAGO,
ILL. • SHREVEPORT, LA. • CHARLESTON, S. C.

These manufacturers will tell

If you're wondering what the latest prefab models in your area look like, send now for some descriptive material. (Reply card on page 124.) Choose from this list of 52 catalogs—divided by states.

ALABAMA

OVER THIRTY homes are detailed in color with floor plans and extra features for each model. All have available outside finishes, choice of windows and doors. Kingsberry Homes, Lumber Fabricators, Inc., Dept. AB, Fort Payne, Ala.

Circle No. F1 on reply card, p. 124.



ILLINOIS

HOME-WAY HOUSING from start to finish is explained in catalogs packed with plans and information. Describe styling (with photos and floor plans), construction methods; also materials, variations and cost. GBH Way Homes, Inc., Dept. AB, Walnut, Ill.

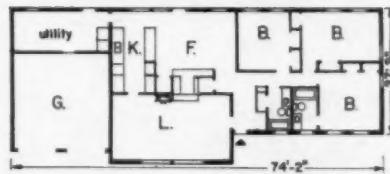
Circle No. F2 on reply card, p. 124.

SPACE TO SPARE in "The Royal," Cape Cod model with 1,315 sq. ft. of living area. Space-planned for four bedrooms (or three and family room); suited to the growing family. Brochures available. Thuro Bilt Homes, Dept. AB, Fairbury, Ill.

Circle No. F3 on reply card, p. 124.

CHOOSE A HOUSE from 15 eleva-

THEME OF flexibility is easily applied to styles available from different manufacturers. Here is the long, low and modern look from Modular Homes in Kirkwood, Mo. Modular catalog, page 146.



tions and five basic floor plans in '58 line of Stylecraft Homes. Three-bedroom contemporary ranch is a feature in brochures. Stylecraft Homes, Inc., Dept. AB, 1032 Lee St., Des Plaines, Ill.

Circle No. F4 on reply card, p. 124.

INDIANA

BUILDING PROFIT is discussed in colorful catalog. Depicts conven-

tional and contemporary styles suited to both custom and project builders. Lots of plans, builder services, construction data. Richmond Homes, Inc., Dept. AB, Richmond, Ind.

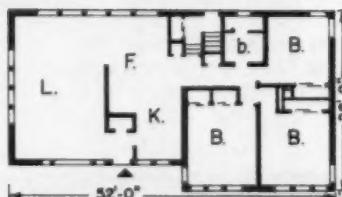
Circle No. F5 on reply card, p. 124.

"YOUR PROFIT MATE for '58" is a valuable merchandising tool. Builder-dealer kit, in three sections, covers profits, land planning and advertising, sales promotion, merchandising help. W. G. Best Homes Co., Dept. AB, Effingham, Ind.

Circle No. F6 on reply card, p. 124.



HERE IS a simpler version of the ranch (slightly modified) from GBH-Way Homes in Walnut, Ill. The "Prairie Lady," drew 100,000 people at Illinois' Farm Progress Show. See GBH-Way catalog listed above.



HOUSE HIGHLIGHTED in "Building for Profit" catalog from Allen is their latest model, "The Toronto." Traffic-pattern planned, it has three bedrooms, 1½ baths, custom flexibility. Allen Industries, Inc., Dept. AB, Baer Field, Fort Wayne, Ind.

Circle No. F7 on reply card, p. 124.

PRICED TO SELL, the "Citation" series of prefabs is described in four-page brochure. Three-bedroom models feature good room balance, large kitchen, family room. Includes floor plans. New Century Homes, Inc., Dept. AB, Lafayette, Ind.

Circle No. F8 on reply card, p. 124.

you about 1958's prefabs

LIVABLE FEATURES. quality materials, and economy prices highlighted in Colpaert catalogs. Three- and four-bedroom models, flexible floor plans, varied exteriors. Colpaert Homes, Dept. AB, 445 N. Sheridan Ave., South Bend 19, Ind.

Circle No. F9 on reply card, p. 124.

COLONIAL CHARM describes "The Bennington," a low- to medium-priced model. Luxury contemporary touches such as cathedral ceilings, glass gable ends, low room-divider walls. Place Homes, Inc., Dept. AB, 1212 S. Walnut St., South Bend 21, Ind.

Circle No. F10 on reply card, p. 124.

STEEL FRAMING gives greater strength to "Steelstyle" line, yet is lightweight. Non load-bearing interior panels allow planning flexibility. Photos, floor plans, elevations, technical data available. U.S. Steel Homes, Dept. AB, New Albany, Ind.

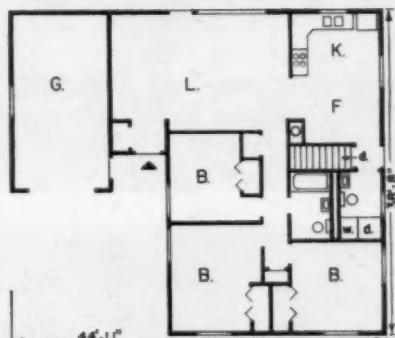
Circle No. F11 on reply card, p. 124.

COMPONENT HOUSES created by four leading architects: contemporary, Cape Cod, colonial, Southwest modern with two, three, or four bedrooms. Thirty pages of plans, photos, drawings. National Homes, Dept. AB, Lafayette, Ind.

Circle No. F12 on reply card, p. 124.



ANOTHER style variation is this "L" plan from Harnischfeger Homes in Port Washington, Wisc. There's approximately 1,000 sq. ft. of living space in it, plus the one-car garage. Aimed at the medium priced market, it is said to be particularly well adapted for the tract builder. Catalog is listed on page 156.



MARYLAND

FREE COUNSEL on building development problems is offered from MHC. Material also available on time-saver shells. Six designs to fit various sites. Maryland Housing Corp., Dept. AB, 5715 Southwest Blvd., Baltimore, Md.

Circle No. F13 on reply card, p. 124.

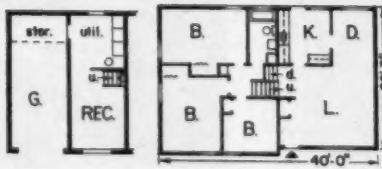
MASSACHUSETTS

PRESENTATION BROCHURE includes floor plans on twelve standard houses, six one-story and six two-story units. Gives complete listing of components and specifications for package. Techbuilt, Inc., Dept. AB, 1692 Massachusetts Ave., Lexington 73, Mass.

Circle No. F14 on reply card, p. 124.



MANY prefabbers are offering split levels this year, too. Among them is North American Homes, div. of Scholz Homes in Toledo, O. Called Highland Meadows. See page 150 for Scholz catalog.



VERSATILE HOMES and models that expand with family growth are keynoted in 20-page catalog from Hodgson. Exterior views and floor plans for 12 styles plus interior photos and technical data. Hodgson Houses, Inc., Dept. AB, Dover, Mass.

Circle No. F15 on reply card, p. 124.

FINE HOMES for every taste, need, and budget are presented in brochures from Franklin. Lists advantages of complete package plus prices, contents, styles, plan variations. Complete information on many different types of houses may be obtained from Franklin Homes Inc., Dept. AB, 65 Dean St., Franklin, Mass.

Circle No. F16 on reply card, p. 124.

5 reasons why they sold



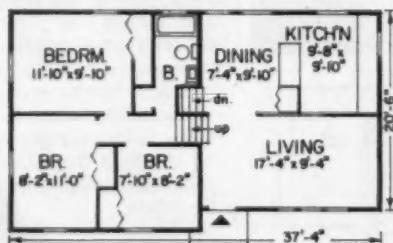
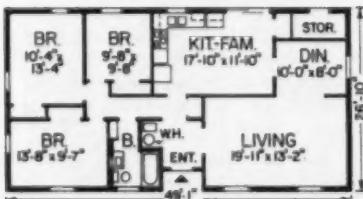
1 Built-in recreation

The 10-meter diving tower, left, stands at one end of a 65'x210' pool in Bollinger-Martin's private Plantation Swim Club. Bollinger and Martin began promoting their club nine months before opening nearby Plantation subdivision. This Louisville twosome knew what they were doing. When the model houses went on display, the public was familiar with "Plantation"; knew the area, and could get free membership in the 20-acre club by purchasing a house.



2 Conventional design

Here are the two best sellers of five designs offered. The styles not shown are all ranches, much like the Fairfax, left, (which won an Award of Distinction in AMERICAN BUILDER's Best Model Home Contest). Bollinger and Martin have been building in Louisville since 1953, and they haven't designed a "dud" yet. Why? Because they aim at a specific market—a market they know is fearful of "modern." Using this as a guide, they build a "traditional" house, then dress it up.



41 houses in two days

3 Fair price

For \$14,900, Bollinger-Martin sells a one-level ranch with three bedrooms, one bath, 1,100 sq. ft., plus garage. At \$18,600, buyers get more space, four bedrooms, two baths, a finished family and laundry room. Into all models go a G.E. built-in range and oven; 100-amp electrical service; ceramic tile in the baths; cork tile and hardwood floors; and landscaping. Advantages for the community include city gas and water; a sewerage system; paved streets with storm sewers; sidewalks.



4 Red-hot promotion

There's nothing like a beauty contest to get attention. Here, Bollinger and Martin are choosing a Plantation Swim Club queen to "reign" during 1957. Stunts like this win them plenty of good publicity, but they know it can't carry the ball alone. To back it up, they plow ad dollars into newspapers, radio, TV, direct mail and door-to-door. They use "teasers" before opening day, a terrific all-media blast when the models go on display, and periodic booster ads afterwards.

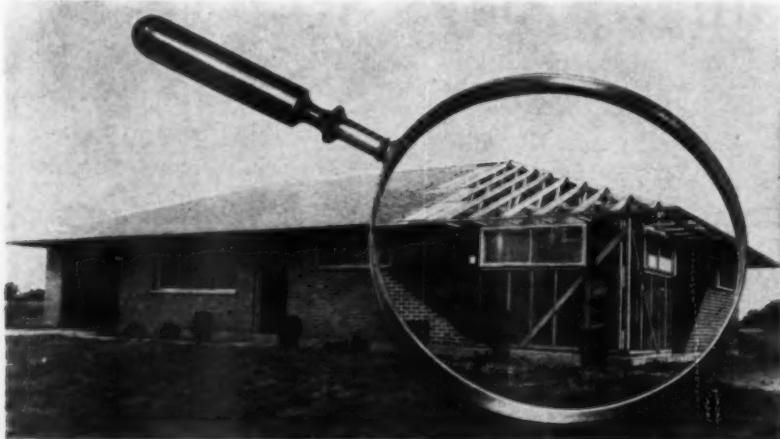


5 Enthusiastic selling

Alertness is a "must" in Bollinger-Martin's sales formula. Salesmen encourage questions (see right) because questions lead to sales. Prospects know whom to ask, too, since every salesman wears a white shirt with a black string tie. Do these tactics help sell? Eighty-four houses were sold in the first two weeks, and after seven weeks, 107 homes had been signed for. This was achieved in what Bollinger and Martin describe as a "sluggish market" for Louisville.



Merchandising: when you have something worth seeing . . .



BRAND NAME checklist is prominently displayed along with products in garage of Enaco Inc. model, Minneapolis. Exposed part of basement shows construction.

...remember, the buyer doesn't have X-ray eyes. You've got to help him see the quality materials in your houses. Here are four more ideas builders are actually using that tell you . . .

...how to show off the "Hidden



BUYERS are tipped off before they enter Syracuse, N.Y., house of Butterfield Homes Inc. By putting checklist outside, builder alerts prospects to appreciate "builder bonuses" inside such as adequate wiring, copper piping.



INSPECTION STAMP tells customers that materials and workmanship have been carefully checked by Dallas builders Fox & Jacobs. Homes undergo complete inspection several times during construction.



Values" you've built in



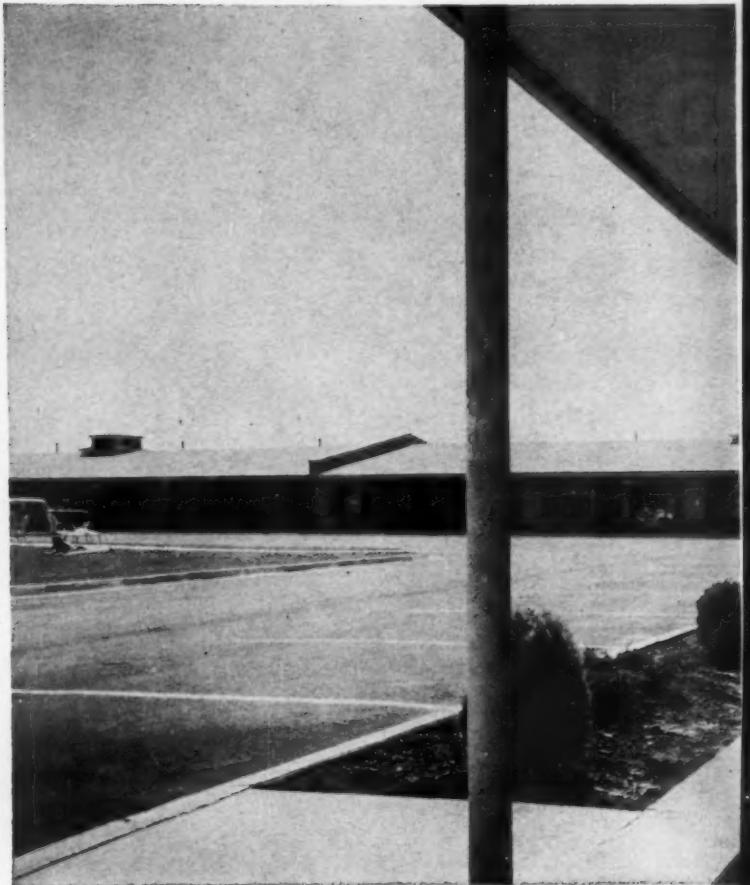
Merchandising package shows what's used and how to use it

The pegboard display of roofing and insulating materials shown at left is only one part of a dramatic package of "Hidden-Value" merchandising. It and the rest of the package are in the unusual display room of builder George M. Holstein & Sons, Costa Mesa, Cal. In another corner is a "live," full-size kitchen. Unlike kitchens that buyers often see without understanding their true working value, this one is completely demonstrated by an on-the-spot hostess. Other parts of the package animatedly tell the buyer what the builder offers and how the buyer can use it.

**COMMERCIAL
BUILDING**



*From Joe
Haverstick, a
piece of financial
advice for home
builders. Try ...*



... MOTELS: a good way to

Those of us who weren't engaged in the building profession in the early 30's can't imagine how hard the building industry took it on the chin during this period. It has been said that the industry didn't exist as an industry then but consisted of only a collection of trades—maybe that is all that was able to survive the '29 upheaval.

Joe Haverstick, past president of NAHB, is not one to get people all stirred up about what happened 30 years ago, but the memory of it was the deciding factor that made him go ahead and investigate the possibility of putting up a motel for himself. The decision was made two years ago after talking with economists and others in the building industry who foresaw a slow up in new home construction. He wanted to diversify his investment.

There were two reasons for choosing a motel. One was the government's commitment to large outlays for highway construction. The other was

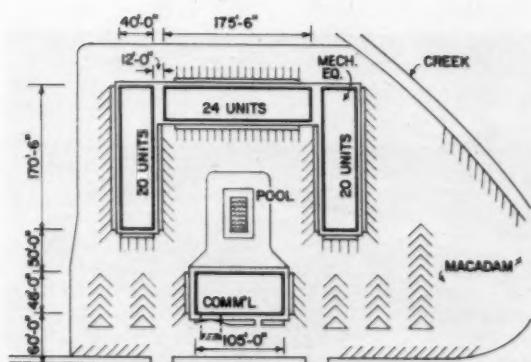
the advantages possible in constructing a motel because of its similarity to new home construction.

Joe cut his business risk down to the bare minimum by taking advantage of Holiday Inns of America's franchise plan. With the exception of where to get the money and where to locate the motel (see second spread) Holiday supplied the answers to any questions Joe wanted to ask. There was no architect involved. All of the plans, tested as to their worth in many other motel installations, were supplied by Holiday. Besides national advertising —no small item in itself—the franchised Holiday owner has the advantage of a top-notch director-consultant and a buying pool to purchase items that the consultant suggests at a reduced price. Total cost is \$.05 per room per day for the plan.

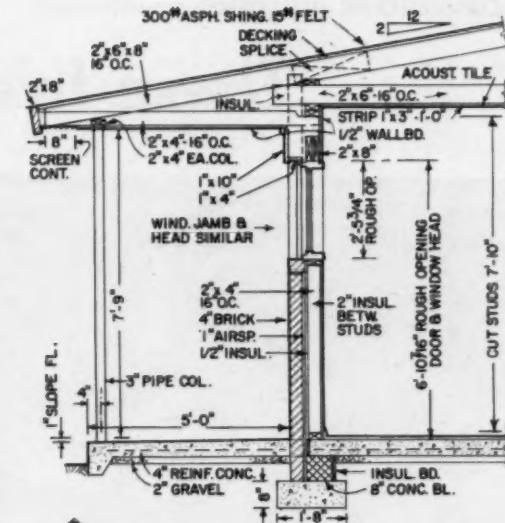
Capacity of Joe's motel has been hitting 84% to 87% year-round. He's enthusiastic enough to find a second location to build another.



put your eggs in another basket



TESTED plot plan shows excellent arrangement of parking around motel units as well as the commercial building. This additional parking allows travelers who don't intend staying overnight to get in and out easily.



SECTIONAL VIEW through overhang and wall reveals typical slab and brick-veneer construction used in the motel. Slab is reinforced. Walls and ceiling, well insulated.

◀ **LOOKING DOWN** covered walkway of the right wing of the "U" shaped motel. Customers are able to park in front of every unit. Wide overhang affords them some protection while loading and unloading in bad weather.



DISTINCTIVE Holiday sign flags motorist approaching Joe's motel. He is conditioned to look for the sign by national advertising and high level of accommodations.

These five ingredients made

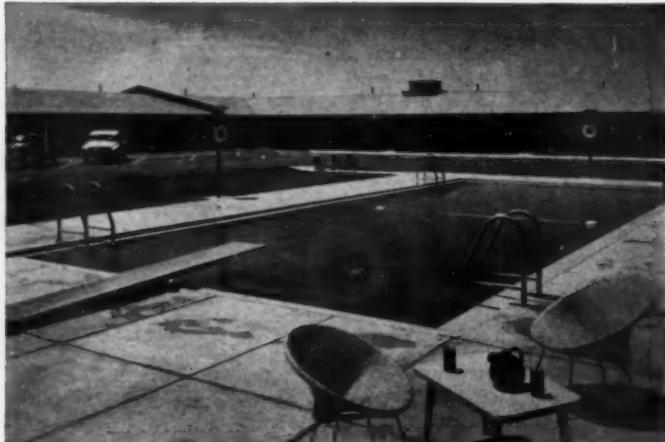


1 He located his motel strategically

Aerial view of motel shows it located on route 120 off interchange No. 5 of the Ohio Turnpike. This choice location wasn't based altogether on luck. It took a lot of sweating before the final decision was made. Joe fixed the approximate location by a government highway report. He hired a top-level real estate consultant. The two of them scoured the vicinity for a solid month before making up their minds. They found that the farmers quickly learned the value of their raw land.

2 He enhanced it with recreational facilities

Joe can report that the addition of a swimming pool was well worth the effort it takes to keep it up. Since its construction he has enclosed it with glass and heats the water to extend the time it can be used. The pool is a standard size, large enough to accommodate quite a few people. Other unusual extras the motel offers: bonded baby sitters; house physicians; free kennels; telephone in every room; valet and laundry service; meeting facilities.



Haverstick's motel a success

3 He offered good food, warm surroundings

Since the motel has opened, the restaurant facilities have been so crowded that it has been necessary to expand them with an addition of a new dining room in the rear. Joe says, "The new room is a little on the exotic side, has a Moroccan motif." Regarding the management of the motel and restaurant, Joe has found if you hire an experienced manager and give him a share of the profits, your success is assured.



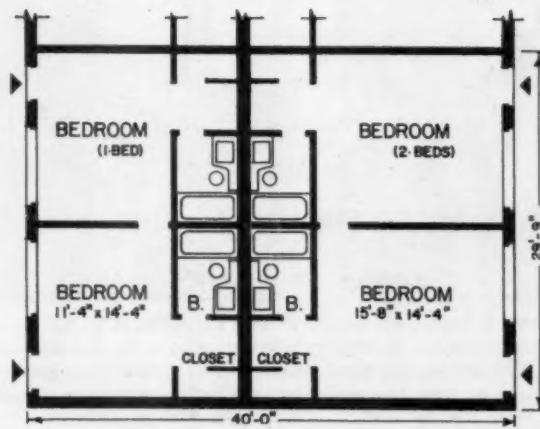
4 He offered a bar so customers can relax

Originally Joe wasn't going to have a bar. The area shown was going to be used as a small private dining room. It became evident to Joe after a short time that the traveling public wanted a bar, so he put one in. He actually worked on this room, installing the paneling and bar with his own tools. One man can operate the bar which is easy to lock up when not in use.



5 He insured comfort in bedroom units

It cost Joe \$8,000 per unit for the 64 unit motel. He spared no expense to insure the maximum comfort in each unit. For example, all common walls have their studs staggered to provide the utmost in sound conditioning. All units are air conditioned and have wall-to-wall carpeting. Baths are tiled, have combination tub-showers. All beds used are double beds. Rooms with two double beds can accommodate the average traveling family.



**American
Builder
BUYING GUIDE**

► This month it's tools . . . American Builder surveys a different product field each month. Here's what builders and manufacturers think you should buy . . . and why



TOUGHER DRILLING JOBS can be handled faster and more precisely with an electric drill. Builders and manufacturers alike named this type tool one of the most important assets to today's efficiently mechanized outfit. Pictured, a $\frac{3}{8}$ " drill from Porter-Cable (No. F50, p. 124).

YOUR BEST TIME-SAVER IS YOUR BEST MONEY-SAVER. THAT'S WHY . . .

... power tools are your answer

If you are facing the same high production costs and tough competition as the builders we questioned . . . chances are you're mechanizing. You're giving a large slice of your budget to power tools.

This doesn't mean that you can toss your hammer and saw out the window. These tools, together with level, screw driver, bars, bull snip, chisel,

braces and bits will continue as standard equipment. But "standard tool equipment" is an expanding term today. It has grown to include a power drill, circular hand saw and router, builders reported. Builders also listed radial saw, belt sander, bayonet saw, sabre saw, jointer, staple tacker, planer, table saw, floor sander, and stud driver as



ACOUSTICAL TILE, wallboard and a hundred other materials are secured quickly, firmly with a power tacker. Here, a compressed air tacker, from Fastener Corp. (No. F54, p. 124).

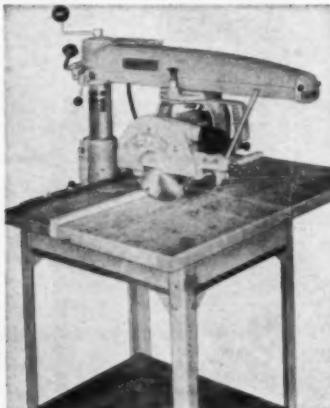


TABLE OR BENCH SAWS are rated high for shop work, heavier cutting jobs. Above, a radial-arm woodworking and metal-cutting saw. From DeWalt (No. F55, p. 124).



BOTH hand planers and disk planers were chosen by builders and manufacturers as important power tools. On-the-job planing a new door, a Skil Corp. planer (No. F56, p. 124).



IF REMODELING JOBS are a good percentage of business or if you have your own workshop, a non-portable jointer is important. This, from Boice-Crane (No. F51, p. 124).



SKILLFUL JOB on mortises and grooves is done with a router. High powered and easy to handle, it ranks high among "most-wanted" tools. Photo: Skil Router (No. F52, p. 124).



PORTABLE HAND SANDER can go anywhere on the job or be used on the workbench. Above, a Skil model with bag (No. F53, p. 124). Rotating floor sander is another "standard" tool.

to competitive building

heavy contenders for their "standard tool" list.

Such "standards" are expensive, of course. Yet our survey showed definitely that builders *are* buying more power tools. And furthermore the tools pay their own way eventually in labor and material savings. Builders surveyed said that a slower building market means coming up with ways and means

to build more cheaply, yet well. They find their labor force must be employed more efficiently. They find that pre-cut lumber, aluminum, steel and the other materials they work with today require more exacting tools. And they find power tools (some of which you see here) the answer to these problems.



THE CIRCULAR HAND SAW, pictured here with a chain saw attachment, is placed at the top of the list when it comes to time-saver tools. The bayonet saw, sabre saw and chain saw also rated high on builder's lists. Above, a Black & Decker model (No. F57, p. 124).

THE FUTURE FOR TOOLS

Builders would like . . .

. . . a masonry saw that a smaller contractor can afford . . . a tool or tools designed to speed up kitchen-cabinet work . . . a tool engineered to increase the accuracy of joist spacing . . . an attachment to set and check the trueness and sharpening of circular saw blades.

Manufacturers are planning . . .

. . . a two-speed power drill with a $\frac{3}{8}$ " capacity . . . a new, air-driven-type fastener . . . a power-belt sander . . . a hydrostatic level of the self-contained reservoir type . . . a special jack to carry a sander for working on drywall ceiling joints.



Builder Richard Schoen (left) and Architect Pierre Zoelly at the site of their ultra-modern home for Mr. and Mrs. Paul Decker in the Surrey Hill area of Columbus.

"Planned telephone outlets help a modern home stay modern"

—says Mr. Richard Schoen, Custom Builder, of Columbus, Ohio

"My customers want their homes to be modern today and modern tomorrow, too," says Mr. Schoen. "Among the many conveniences I plan with the future in mind are telephone outlets, with the wiring neatly concealed in the walls.

"I discuss these telephone outlets with every customer, and we consider not only present needs, but anticipated future requirements also. The way I see it, every house I build can be a lasting advertisement for me here in Columbus. And

planning for telephone outlets is one good way to insure that my homes are going to stay modern and desirable for a long time to come, as well as please customers and help sales today."

* * *

Your local Bell Telephone business office will be glad to help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM



The Payoff Departments

New Products 122 →

Builders' supermarket for information on a new concrete form system and other new products.

Catalogs 146 →

Catalogs, brochures and pamphlets describing the latest prefab models. (Feature begins on page 108.)

Land Planning 164 →

They're creating a community that includes a built-in business future.

Cost Saver 180 →

On small apartment buildings like this, hoisting machines like this reduced cost by 66%.

Merchandising Ideas in Action 184 →

Case histories of successful sales-promotion techniques.

How To Do It Better 190 →

How to mend that hole in dry wall.

Ask The Experts 192 →

Economic concrete column for "tilt-up" construction.

Convention Calendar 196 →

Check this list for meetings you want to attend.

Technical Guide 202 →

Here's a new "Hidden-Value" drywall system.

Better Detail of the Month 206 →

New SCR brick building panel: how it works.

The Month Ahead 214 →

Things for builders to think about during March.

You'll get smoother,
stronger concrete
in 50% less time.
How? By using
forms like
these



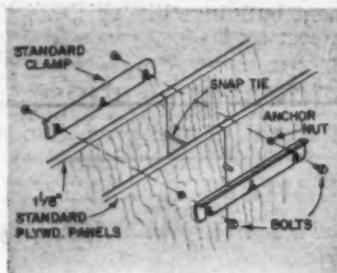
WHAT



HOW



PLYWOOD FORMS are edge-routed for form tie insert.



CAP BOLT screws into anchor nut and holds the clamp.



PANELS STRIP easily from wall. Hardware is rust-resistant.

Work goes twice as fast, labor costs are cut 60%. This is the report of builders using FormCo Inc.'s new concrete forming method.

The panels are 1-1/8" fir plywood, DFPA grade-trademarked. They are pre-drilled and pre-fitted with special rust-resistant fastener hardware. None of the hardware projects inside the forms however. The result is smoother concrete surfaces and a cut in rubbing and finishing time.

FormCo's operating technique is to locate clamps and ties so that fluid pressure of poured concrete makes its forms self-aligning and rigid. Walers or nails are thus eliminated.

Designed for interchanging, the panels have no top, bottom, right or left side. Their new hardware also allows a single panel to be taken out for passage and slipped into place again later on. When the job is finished, they strip easily from green cement. They store easily, too, since the dismantled panels have no protruding surface hardware.

Panels are sold by the square foot in 2x4, 2x8, 4x4 and 4x8 sizes. You also can make your own filler panels by purchasing the 1-1/8" fir plywood and FormCo's paneling hardware. Information from FormCo Inc. (Circle No. F58, p. 124).

This is American Builder's Supermarket



On the next page you'll find an easy way to shop for new ideas. The procedure is easy . . . just circle the numbers on the other side of the card below and drop it in the mail (no stamp needed). American Builder will forward your request to each manufacturer, who will send you complete data free of charge.

It's one-stop shopping for the new products illustrated in this month's issue. Saves you writing a lot of manufacturers. Saves you time and money too. So get your pencil out and help yourself . . .



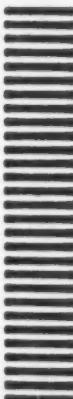
BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

Business Manager

AMERICAN BUILDER
30 Church St.
New York 7, N. Y.





CIRCLE items below

...and mail this

postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

PREFAB CATALOGS

- F1 Lumber Fabricators
- F2 GM Way Homes, Inc.
- F3 Thuro-Bilt Homes
- F4 Stylecraft Homes, Inc.
- F5 Richmond Homes, Inc.
- F6 W. G. Best Homes Co.
- F7 Allen Industries, Inc.
- F8 New Century Homes, Inc.
- F9 Colpoart Homes, Inc.
- F10 Pleasant Homes, Inc.
- F11 U. S. Steel Homes
- F12 National Homes Corp.
- F13 Maryland Housing Corp.
- F14 Techbuilt, Inc.
- F15 Hodgson Houses, Inc.
- F16 Franklin Homes, Inc.
- F17 Manufactured Homes, Inc.
- F18 Modern Homes Corp.
- F19 Page & Hill Homes
- F20 Butler Mfg. Co.
- F21 Wilson Homes
- F22 Modular Homes, Inc.
- F23 Residential Homes
- F24 Ivan R. Ford, Inc.
- F25 Alleghany Homes Corp.
- F26 Northern Homes, Inc.
- F27 North American Homes
- F28 Expan Homes, Inc.
- F29 Iaized Homes Corp.
- F30 Scholz Homes, Inc.
- F31 Pease Homes
- F32 Midwest Homes, Inc.
- F33 Woolley Mfg. Co.
- F34 Southern Mill & Mfg. Co.

- F35 Franklin Thrift Houses
- F36 American Houses, Inc.
- F37 Swift Homes, Inc.
- F38 Hilco Homes
- F39 Admiral Homes, Inc.
- F40 Coastwood Homes Co.
- F41 Fairhill, Inc.
- F42 Southwest American Homes
- F43 Fabricon
- F44 Precision-Bilt Homes
- F45 Lester Bros., Inc.
- F46 Harnischfeger Homes, Inc.
- F47 Unit Structures, Inc.
- F48 Great Lakes Homes, Inc.
- F49 Greenall Bros., Ltd.

- F63 Hastings weatherstrip
- F64 Fasco range hood
- F65 Universal Pulleys mixer
- F66 Keystone Steel & Wire
- F67 Kimball Mfg. bevel tool
- F68 Louver Mfg. dryer
- F69 Progress Mfg. intercom
- F70 Cro-Digit shaker
- F71 Stow Mfg. space heater
- F72 Hamilton wall covering
- F73 Dunn Products steel stud
- F74 Liqui-Level Co.

- F75 Jones Roof Structures
- F76 Place & Co. window
- F77 Fibersin plastic finish
- F78 Frost Paint & Oil Co.
- F79 Malleable Iron Range Co.
- F80 Metallic Plastics
- F81 Sun Valley Industries
- F82 McQuay, Inc. chimney
- F83 Touch-Plate Mfg. Co.
- F84 Cable multiple outlet
- F85 Currin doors

- F86 Northern Homes prefab
- F87 Forms, Inc. plastic forms
- F88 Schield-Bantam cranes
- F89 Wilson Homes, Inc. prefab
- F90 Arpe Corp. rake
- F91 Azrock Products tile
- F92 Webb Mfg. window frames
- F93 Wasco Products skylights
- F94 American Homes, Inc.

POWER TOOLS

BUYING GUIDE

- F50 Porter-Cable
- F51 Boice-Crane
- F52 Skil Corp. router
- F53 Skil Corp. hand sander
- F54 Fostener Corp.
- F55 DeWalt, Inc.
- F56 Skil planer
- F57 Black & Decker

NEW PRODUCTS

- F58 FormCo., Inc. forms
- F59 Adar Sales screening
- F60 Levell leveling instrument
- F61 Cleveland Wash Tray
- F62 Dow Chemicals bushing

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FEBRUARY, 1958

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- Sub-Contractor or Building Trades
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- Architectural
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- Distributor
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I wish to enter a subscription to American Builder for one year (\$3.50)

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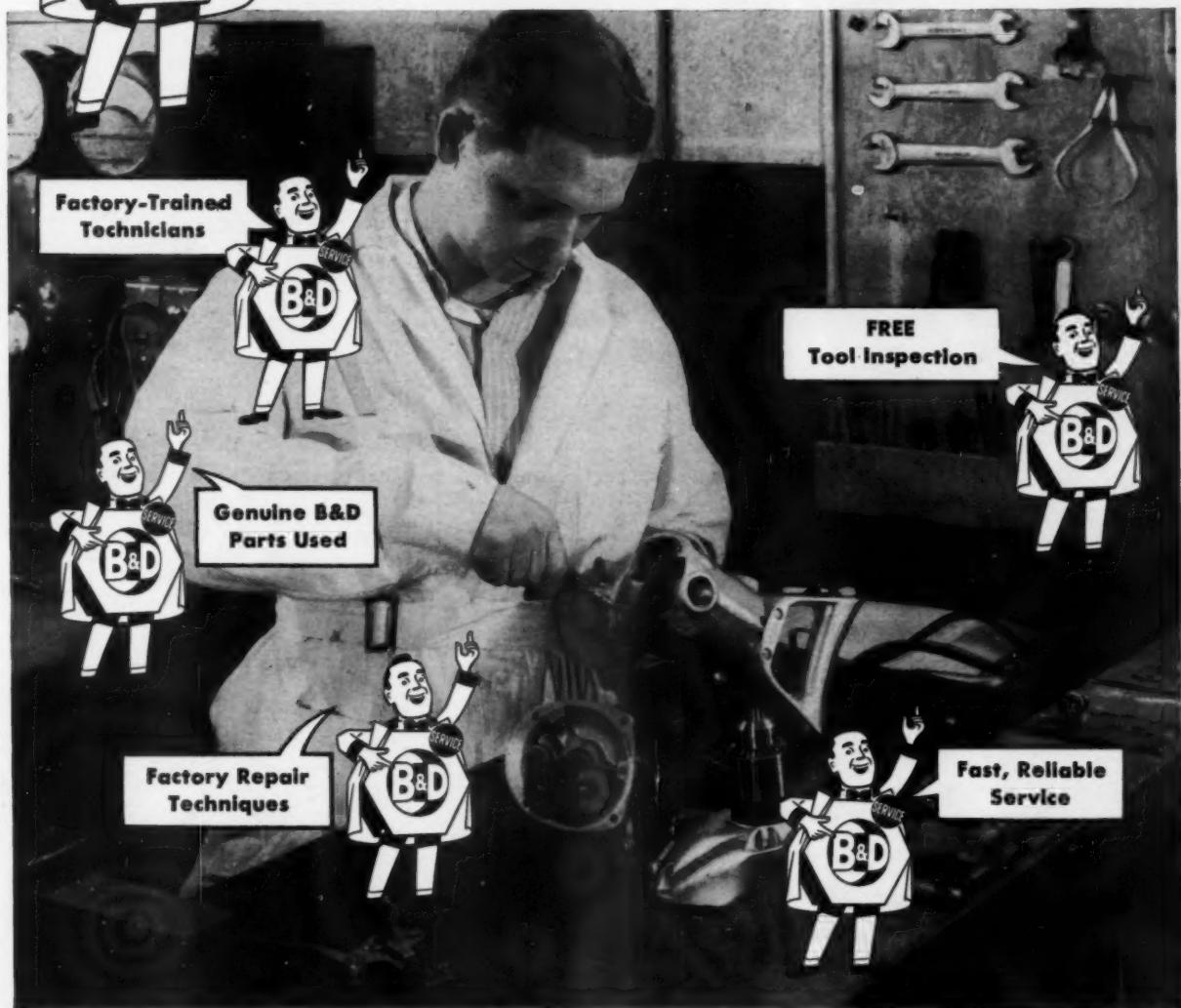
Let the men who make 'em—fix 'em



Swifty Service says: "Local Black & Decker Factory Service Branches keep B&D Tools in new tool shape."

Your Black & Decker Factory Service Branch was set up to give you the *fast*, expert help we pledged when you first chose Black & Decker. There's quick, economical service available near you — no need to return your tool to the factory. Get your tool back on the job faster by bringing it in to any one of our 48 Service

Branches. Our factory-trained technicians will give your tool a *free* inspection. The B&D Standard Guarantee applies on all repair work. See the phone book *Yellow Pages* for the B&D Service Branch nearest you, or write for address: THE BLACK & DECKER MFG. CO., Dept. S4202, Towson 4, Maryland.



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COLO. Denver	MASS. Boston	Cleveland	V.A. Richmond
CONN. Hartford	MICH. Detroit	Columbus	WASH. Seattle
D.C. Washington	MINN. Minneapolis	OKLA. Okla. City	Spokane
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Tampa	NEB. Omaha	PA. Harrisburg	CANADA Montreal
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Look Under
"BLACK & DECKER"
in "Yellow Pages"

for your nearest Factory Service Branch

Black & Decker®
QUALITY ELECTRIC TOOLS

**Screening problems solved**

Screening for sliding-glass doors is no longer a problem with strong Ador screen. Has great rigidity, durability and modest cost. Assures smooth operating door. Ador Sales, Inc., Dept. AB, 2345 W. Commonwealth Ave., Fullerton, Calif.

Circle No. F59 on reply card, p. 124

**Flashing conforms to building**

Elastic, plastic flashing, Saraloy 400, is said to be more effective against water penetration than any other material. Can be applied on the job to almost any construction shape. Resists tearing. Dow Chemical Co., Dept. AB, Midland, Mich.

Circle No. F62 on reply card, p. 124

**Labor-saver mixes, dumps**

Utility mixer saves time and labor. It mixes either while stationary or transporting. Transmix has a one-bag capacity at five to one. Of all-steel construction. Universal Pulleys Co., Inc., Dept. AB, 330 N. Mosley, Wichita, Kans.

Circle No. F65 on reply card, p. 124

**One man can do leveling jobs**

Precision leveling instrument works simply and easily. One man fastens tube brackets at the two points and snaps open valves. Gives accurately leveled points. Standard and deluxe models. Leveall, Dept. AB, 81 Webster St., Rockland, Mass.

Circle No. F60 on reply card, p. 124

**Door seal acts as cushion**

Z-bat weatherstrip (see arrow), newly designed, has been put into production on combination doors. Compressible vinyl permits positive seal and also acts as a cushion. Hastings Aluminum Products, Inc., Dept. AB, Hastings, Mich.

Circle No. F63 on reply card, p. 124

**Reinforcements apply easily**

Improved steel reinforcement for inside corners requires little cutting because handy 4' lengths are easy to apply. Can be lapped without adding to thickness. Galvanized to prevent rust. Keystone Steel & Wire Co., Dept. AB, Peoria, Ill.

Circle No. F66 on reply card, p. 124

**Modernize an old laundry**

Add beauty and color to the laundry with new Fibra-Tub. Made of Fiberglas, retains color permanently. Resists detergents, acids and chemicals. Cleveland Wash Tray Mfg., Inc., Dept. AB, 13402 Glen-side Rd., Cleveland 10, Ohio.

Circle No. F61 on reply card, p. 124

**Range hoods fit every budget**

For '58 Fasco offers a range hood to fit every budget. Modern lines of these slim, trim models also allow them to fit into any kitchen decor. Series includes many styles. Simple installation. Fasco Industries, Inc., Dept. AB, Rochester 2, N.Y.

Circle No. F64 on reply card, p. 124

**Bevel tool gets redesigning**

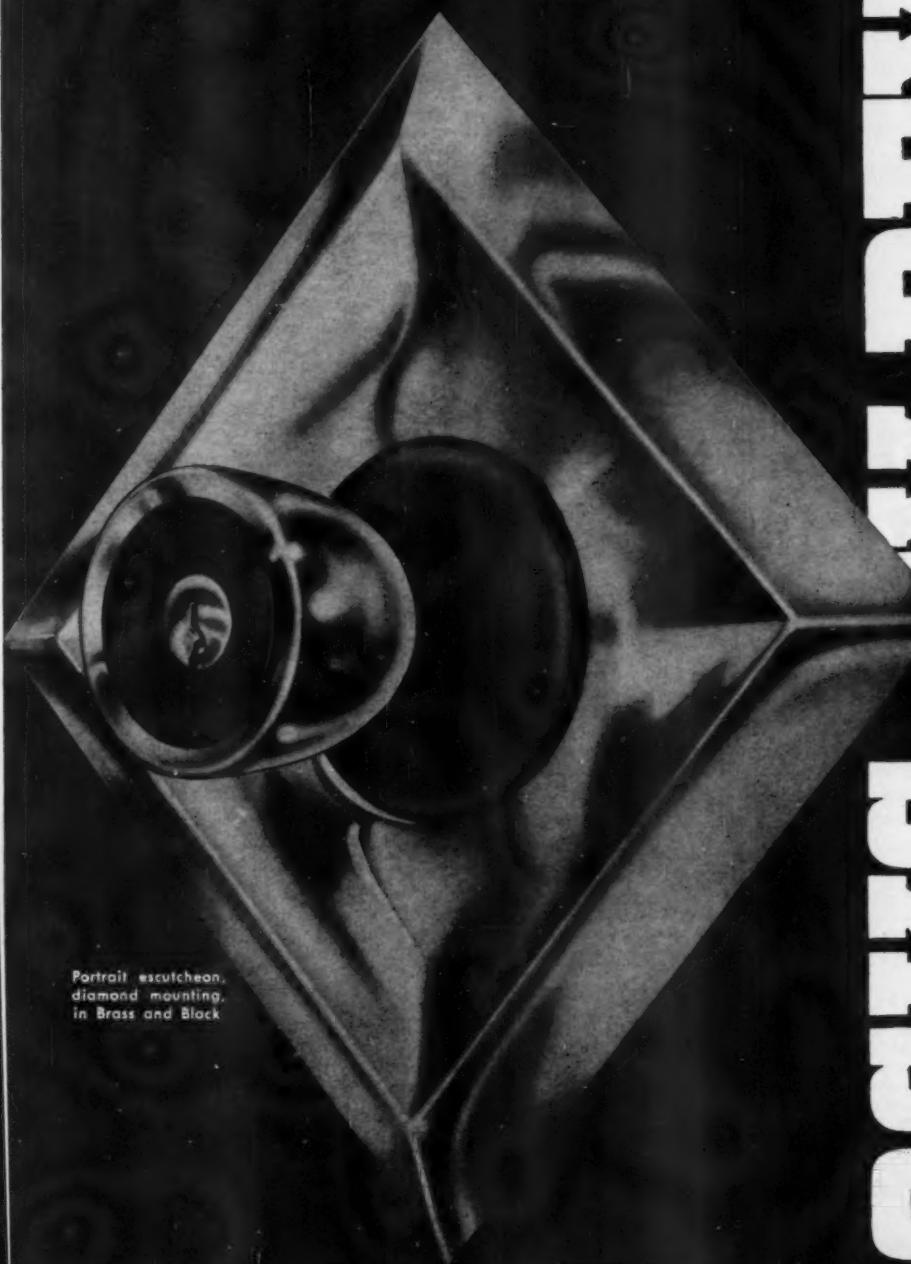
Redesigning sharpened this beveling tool to make it fit the hand easily. Assures a clean, uniform depth and angle bevel. It is offered at a greatly reduced price. Made of hard maple. Kimball Mfg. Co., Dept. AB, 816 University Pl., Evanston, Ill.

Circle No. F67 on reply card, p. 124

NOW DEXLOCK IN TU-TONE COMBINATIONS

AND NEW INSERT-TOP, TULIP KNOBS

Now Dexlock key-in-knob sets offer a new peak of entrance elegance in an economy lock. They're now available with such tu-tone finishes as Brass and Black or Bronze and Chrome in standard 2 3/8" or 5" backset. Available with Dexter designed escutcheons for entrance doors as well as all functions for interior doors. Plus, such Dexlock features as economy price, factory assembled tie screws, easy cylinder removal, self-aligning latch and solid brass pin tumbler cylinder—no die-cast or powdered metal parts. No lock installs faster than a DEXTER.



Portrait escutcheon,
diamond mounting,
in Brass and Black

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

DEXTER

Privacy set in
Black and Brass

Passage set in
Bronze and Chrome

In Canada:
Dexter Lock Canada Ltd.,
Galt, Ontario.
In Mexico:
Dexter Locks, Plata Elegante,
S. A. de C. V., Monterrey.
Dexter Locks are
also manufactured in
Sydney, Australia; Milan, Italy;
and Porto, Portugal.



Fatigue Minimized with Waist-Level Material Platforms

Low-Cost Steel Scaffold Speeds Light Construction

4-BY-4 Scaffold Advantages:

- ★ Complete line available, including 4' and 6' high frames, and accessories for every need.
- ★ Tubular steel construction is long-lasting and safe—yet light and inexpensive.
- ★ Horizontal platform supports every 16 in. permit waist-level material platforms—reduce bending.
- ★ All frames have a built-in ladder.
- ★ Scaffolds can be used safely at heights to 40 ft.
- ★ Capacity 50 lbs. per sq. ft.

SAFWAY 4-BY-4 MAKES WOOD SCAFFOLD OBSOLETE; PERMITS BETTER, SAFER WORK

CAN YOU OBTAIN the advantages of steel scaffolding at a low enough cost for your light duty construction work?

The answer is an unqualified "YES" when you use tubular steel Safway 4-BY-4 frame type scaffold—even on small maintenance jobs. 4-BY-4 is priced so low it makes wood scaffolding obsolete!

And you save on the job as well as in first cost. 4-BY-4 gives you time-saving convenience that means so much in your competitive bidding. You get better workmanship as fatigue is minimized, with men able to spend full time at their craft. You get positive safety at all levels and under all conditions.

GET COMPLETE DETAILS!

On your next job, call your nearby Safway office for scaffold planning and erection service. Ample local stocks are available for sale or rental. Recommendations made without obligation. And write today for free illustrated BULLETIN 62 to ...



- RENTED and
- SOLD by
- distributors
- everywhere

SAFWAY
STEEL PRODUCTS, INC.
6221 W. State St., Milwaukee 13, Wis.

NEW PRODUCTS . . .



Install a dryer in bathroom

New solution to an old problem is the wall-cabinet warm-air clothes dryer for bathrooms. Towels, lingerie are hung inside, eliminating clutter, and dried in minutes. May be installed recessed or flush. The dryer makes an excellent extra sales attraction for your house buyers. Louver Mfg. Co., Dept. AB, 3601 Woodale Ave., Minneapolis 16, Minn.

Circle No. F68 on reply card, p. 124



Unifies the house

Sound Guard intercom promotes safer, more gracious living. Puts complete communications and radio system at the fingertips. One master station, three remote indoor, and one remote outdoor. System allows safety checks and saves time for the housewife. More complete information from Progress Mfg. Co., Inc., Dept. AB, Castor Ave. & Tulip St., Philadelphia 34, Pa.

Circle No. F69 on reply card, p. 124

Cedar shakes are colored

The Creo-Dipt optional Kolor Plan offers factory-primed red cedar sidewall shakes plus a choice of Fynal Kote, in 22 finish colors, at no extra cost. Three types of Pryme-Shakes are available. More complete information may be obtained from The Creo-Dipt Company, Inc., Attn. L. J. Leatzaw, Sales Mfg., Dept. AB, North Tonawanda, N. Y.

Circle No. F70 on reply card, p. 124

NEW! A NATIONAL ADVERTISING PROGRAM TO HELP YOU SELL

Happy Birthday...no one is happier when your growing family enjoys the warm security of a home built of the world's friendliest, most beautiful building material...wood. No other investment can contribute so much to a full, happy life. That's why your new home should be your first family budget consideration.

And plan to build with West Coast lumber, the economical building material which adapts perfectly to the type and style of home which best suits your individual family's preference. Your retail lumber dealer will be happy to tell you of the many other important advantages gained by building with warm, friendly West Coast lumber. See him or your builder soon!

Douglas Fir
WEST COAST HEMLOCK
WESTERN RED CEDAR
SITKA SPRUCE

From the Pacific slopes of the Northwest

Send now for the free
4-COLOR BOOKLET of
"How You Can Own a New Home"



WEST COAST LUMBER

Douglas Fir • West Coast Hemlock
Western Red Cedar • Sitka Spruce



You're competing for the consumer dollar against automobiles, appliances and literally thousands of other items. The most important step in winning the competition, in making your selling successful, is to convince the buyer that his *first* consideration is the purchase of a new home.

That's why this new West Coast Lumbermen's Association promotion is good news for you. This aggressive campaign will help you increase new home sales...homes built with beautiful, versatile—yet economical—West Coast lumber.



Full page, 4-color advertisements will appear in leading national home service magazines including: Better Homes and Gardens, American Home, House Beautiful, Living for Young Homemakers, House & Garden Building Book and New Homes Guide.

WEST COAST LUMBERMEN'S ASSOCIATION

1410 S. W. Morrison, Room 2412, Portland 5, Oregon

Send me FREE booklet "How You Can Own a New Home", with color photographs of outstanding homes plus facts on new home financing.

Name. _____

Address. _____

City. _____ Zone. _____ State. _____



ELECTRIC PLANT NEWS



Here's how Onan Portable Power pays you added profits!

Gives you cost-cutting power on the job . . . from the start

Carry, truck or wheel in an Onan and you're all set with plug-in power for the whole crew. No wasting time with hand tools . . . no waiting for utility lines. If you're not using electric power *full time* chances are you're losing more money than the cost of several Onan plants.

4-cycle, season-long dependability

Onan plants are rugged . . . built to take abuse from weather and workmen. Special cast-iron block Onan engine and drip-proof all-climate Onan generator are direct-connected in a rigid, compact, smooth-running unit. Out-perform and outlast "assembled type" plants using general purpose engines. *Special contractor models from 500 to 10,000 watts.*

New folder helps you choose the right model for your job. Write today!

See your distributor for a free demonstration

D. W. ONAN & SONS INC.

2516A University Ave. S.E., Minneapolis 14, Minnesota
ELECTRIC PLANTS • AIR-COOLED ENGINES • KAB KOOLER • GENERATORS



NEW PRODUCTS . . .



Here's a furnace on wheels

Portable space heater is actually a furnace on wheels. It's complete with automatic electric ignition, fan, and combustion chamber. Small, light and compact. Stow Mfg. Co., Dept. AB, 443 State St., Binghamton, N.Y.

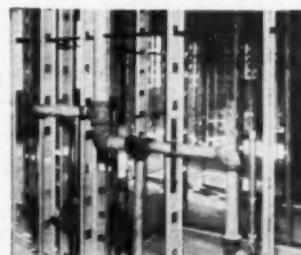
Circle No. F71 on reply card, p. 124



Covering gives natural finish

Colorful plastic wall covering supplies natural finish, provides economical way of blending walls with color schemes. Requires minimum of wall preparation. Made from Monsanto Teraise plastic. From the Hamilton Co., Dept. AB, 4239 Lindell Blvd., St. Louis, Mo.

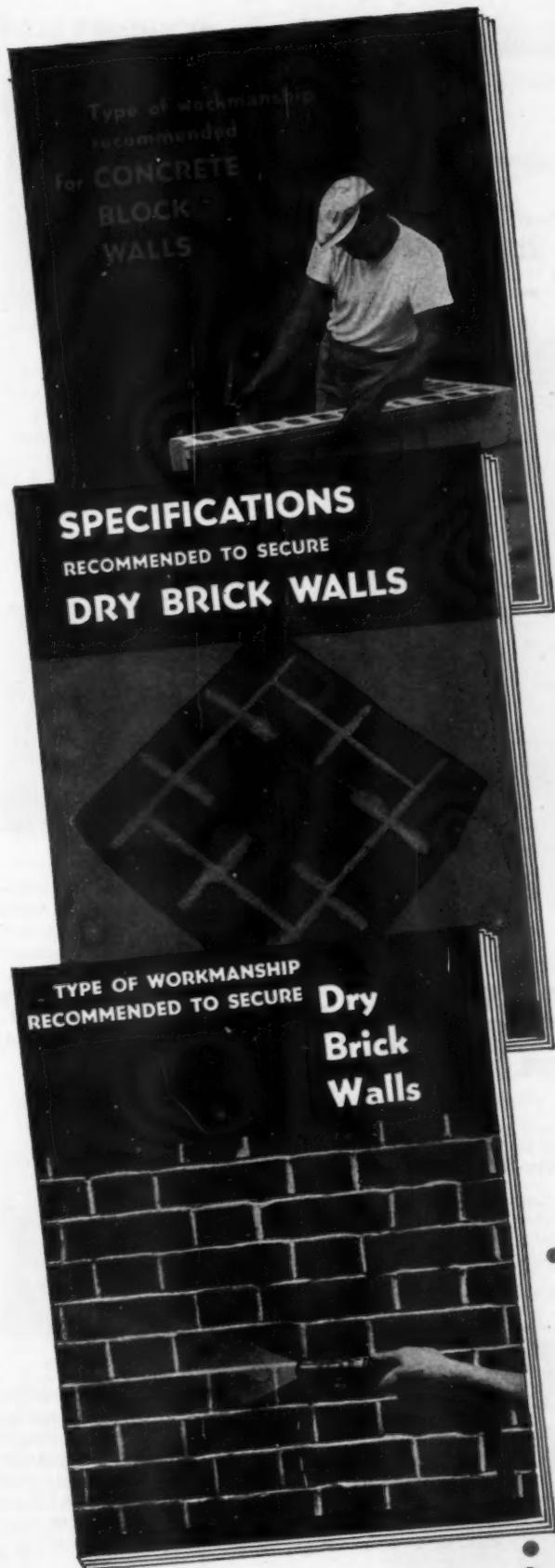
Circle No. F72 on reply card, p. 124



Steel stud is nailable

Nailable steel studs for plaster partitions have one-piece construction and are formed of light gauge steel. Rigid yet easy to handle on the job. Require no stud shoes or costly attachments. Donn Products, Inc., Dept. AB, 672 Bassett Rd., Westlake, Ohio.

Circle No. F73 on reply card, p. 124



GET THESE IMPORTANT BOOKS!

THE three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of *workmanship* recommended to secure dry brick walls. The second describes the *specifications* recommended to secure dry brick walls. The third describes the type of *workmanship* recommended for *concrete-block walls*.

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers' Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are *not* advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, *today*, for your free copies.

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Second and Walnut Streets, Louisville 2, Kentucky
Gentlemen:

Without cost or obligation, please send me a copy of each of your three books on masonry construction.

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NEW PRODUCTS . . .

BUILDERS: Now you can have a "Salesman in every Room"-



Rangaire
Model 660

16 station master for
larger homes with
two-way speaker
and remote door
answering and
listening post.

Door
Speaker-Mike

When you install the *Rangaire* RADIO-INTERCOM in your home!

This smart looking, pleasure giving Rangaire excites your buyers room by room as they walk through your home. Easily installed, simple to operate, Rangaire gives your home that uniqueness so wanted by today's more discriminating buyer. Demonstrate Rangaire's two-way talk and automatic timer features or turn on Radio for music through-

out your home as you sell. Heavily advertised, millions of people are being pre-sold on Rangaire right now, putting them in that ready to buy mood when they see and hear the Rangaire in your home. Ask your dealer about Rangaire's complete line of Radio Intercoms today. You'll find quality to fit your home, prices to fit your budget.

FREE Color Booklet of complete Rangaire line. Write
Roberts Manufacturing Company, Cleburne, Texas;
DEPT. F



Rangaire

FOR BETTER LIVING AT HOME



Gives accurate level fast

Exact level points can be quickly checked in seconds by one man with new instrument. Consists of two gauges with graduated columns containing red liquid connected by flexible tube. The Liqui-Level Co., Dept. AB, Box 538, Redwood Dr., Felton, Cal.

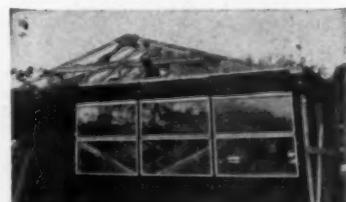
Circle No. F74 on reply card, p. 124



Roof unit of pre-cut parts

The Jones "Uniframe" is a complete roof framework made with Glulam beams and steel haunch connectors that simply bolt together at the job site. Strong and easy to assemble, it comes with varying pitches. Spans from 24' to 100'. Jones Roof Structures, Inc., Dept. AB, Highway 20, Boise, Idaho.

Circle No. F75 on reply card, p. 124



Window unit ready to use

Modular window unit speeds installation. Unit, 4' wide, comes already sheathed with the aluminum window installed. Simply fitted into the wall with the continuous double 2x6 header tying it in. Place & Co., Dept. AB, 1111 S. Webster St., South Bend, Ind.

Circle No. F76 on reply card, p. 124

NEW PRODUCTS . . .



Plastic finish for cabinets

Fibersin plastic kitchen cabinets have doors and counter tops which are guaranteed warp free, cigarette and alcohol proof and can be cleaned with a damp cloth. Fibersin Plastics Sales Co., Attn. William Klug, Dept. AB, Box 429, Oconomowoc, Wisc.

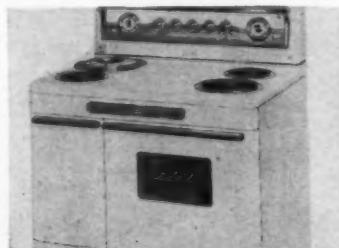
Circle No. F77 on reply card, p. 124



Finish lightens furniture

Frost Paint's "Miracle Blonde" will lighten dark furniture. First a ground coat is applied. This gives a basic color. Then a white mottling coating is applied. Frost Paint and Oil Corporation, Dept. AB, 1209 Tyler Street, North East, Minneapolis 13, Minn.

Circle No. F78 on reply card, p. 124



Features rotisserie

A rotisserie and "bonus broiler" are plus features of Monarch's 1958 Model 336A. When the rotisserie spit is removed, the holding rack is reversed and becomes a shelf to hold pan under broiled food. Malleable Iron Range Company, Attn. D. J. Dohmann, Department AB, Beaver Dam, Wisc.

Circle No. F79 on reply card, p. 124

**Sensational styling and popularity
with a "Capital P"**

Rangaire

**Model UC2 KITCHEN
RANGE HOODS**

**Model UC-2
Undercabinet Hood**



Compact, space-saving Rangaire Squirrel cage exhaust unit pulls heat, smoke, odors from kitchen immediately.

You're looking at one of today's most wanted range hoods . . . with sales to prove it.

Falling in the medium price range, the very popular Rangaire UC2 brings that modern note to your present kitchen, sets the pace for your "dream of tomorrow kitchen." And you get many extra dollars worth of value in features like these:

Matching accessories ready to install at no extra cost.

Permanent-type washable aluminum foil filter.

Recessed frosted glass lights.

The famous Rangaire Squirrel Cage exhaust unit with automatic back draft damper, that whisk away hot greasy vapors and odors immediately.

FREE Color Booklet of complete Rangaire line. Write
Roberts Manufacturing Company; Cleburne, Texas;
DEPT. R

Available in white or coppertone baked
enamel and all major appliance colors.

APPROVED IN
LIFE

R Rangaire

FOR BETTER LIVING AT HOME



"The Swimming Pool Home will be to the next decade what the two-car family was to the last."
—Esther Williams

Here is a Tremendous Opportunity to Cash in and Grow with this New American Family Trend



Exclusive Distributorship Now Open to One Businessman in Each Area

If you qualify, you can be part of this dynamic young industry, representing the leading company in the field, the International Swimming Pool Corporation. Our product enjoys a nationally known brand name—the Esther Williams Swimming Pool. It capitalizes on the personality and sales appeal of this great swimming celebrity, through whose personal efforts it is now possible for families of ordinary means to enjoy what used to be a rich man's luxury.

You will be demonstrating and selling the first great advance in swimming pools in twenty years. Esther Williams Pools are all concrete, in-the-ground, beautifully designed (for both homes and motels), with complete top-quality equipment. Easy to sell, simple to install, fully guaranteed.

Esther Williams Swimming Pools offer exclusive safeguards, including a safety ledge and a strong safety cover. Unique

water-saving filter recirculates water, giving it diamond sparkle.

Available in several sizes, they are priced within the budget of most homeowners and financing is easily available. Nationally advertised on TV, radio, in Life, Better Homes & Gardens, Good Housekeeping and other publications.

As growth potential is great, we can consider only correspondingly successful businessmen. Low five-figure investment needed. No franchise fee is required. Technical knowledge in field of general contracting advantageous but not essential as standardization simplifies construction. Annual service contracts provide continuing income.

We must appoint distributors in open areas soon, as the first sign of Spring will heighten consumer demand. (Dealerships also available.) Write today, outlining your qualifications. Address Esther Williams, President.

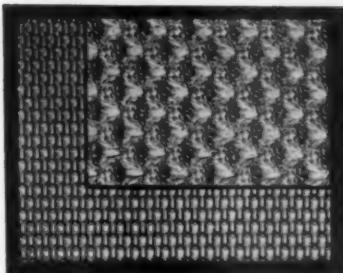
International Swimming Pool Corporation

139 East Post Road, White Plains, New York

First in Quality First in Acceptance First in its Industry



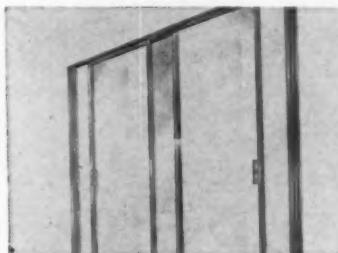
NEW PRODUCTS . . .



Plastic offers economy

Low cost, pliable Pearsonite installs around sharp bends without cracking. Wide range of application, is maintenance free, light weight. Available in over 3,000 variations of color, texture, gauge. Metallic Plastics, Dept. AB, 27-10 44th Dr., Long Island City 1, N.Y.

Circle No. F80 on reply card, p. 124



Rooms are more flexible

New, low-cost Junior Multiple sliding glass doors are easily assembled and installed. Heavy aluminum frames never need painting. Complete weatherstripping included. Sun Valley Industries, Inc., Dept. AB, 8354 San Fernando Road, Sun Valley, Cal.

Circle No. F81 on reply card, p. 124

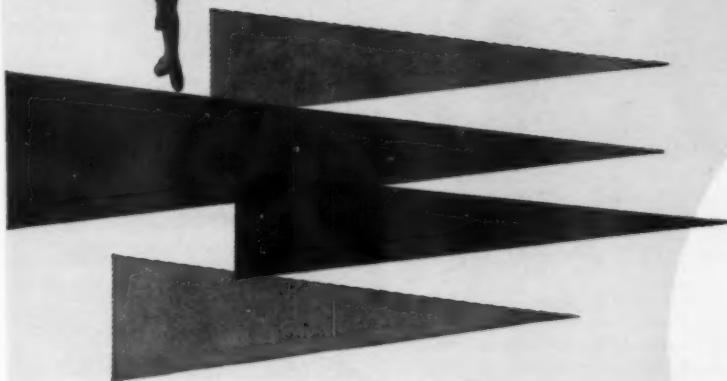


Flue featured in chimney

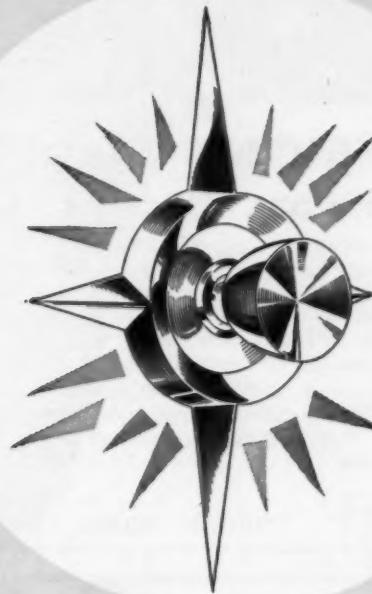
A new package chimney for the residential market has an extra-large roof housing, 20"x24". A 7" stainless steel flue resists the corrosive action of combustion gases. McQuay, Inc., Dept. AB, c/o Grubb-Cleland Co., 500 WCCO Building, Minneapolis 2, Minn.

Circle No. F82 on reply card, p. 124

Your appointment with style



*Weslock styling will add
a beautiful appointment
wherever locksets or cabinet hardware
are called for... highest styling...
quality and value.*



WESTERN LOCK MFG. CO.

*The Style Leader in Residential Locksets and Builders Hardware
2078 BELGRAVE AVENUE, HUNTINGTON PARK, CALIFORNIA*

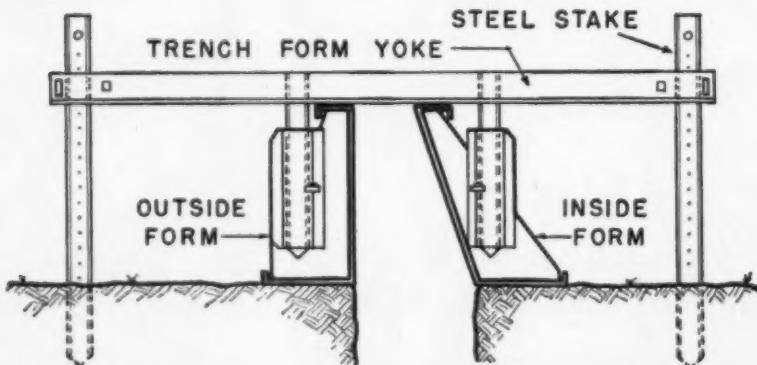
WESLOCK



SYMONS Steel Trench Form For Fast, Efficient "Lo-wall" Forming

Latest in the Symons Form line is the new steel trench form. Designed primarily for slab-on-grade foundations on housing projects. Also adaptable for any standard size, multiple re-use, low wall forming operation. It can be used for battered as well as straight walls. Standard dimensions of the form is 12 inches in height by 4, 6 or 8 feet in length. With proper care this form can be used hundreds of times.

Forms are held to grade, spaced and braced by use of a "Trench Form Yoke". A fastening devise holds the forms securely to the yoke, which under normal pressure, will not loosen except at times of adjusting or stripping.

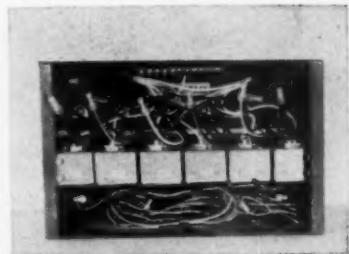


Symons Hi-Carbon Alloy Steel Stakes can be used for bracing, footings, curbs and gutters. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Symons Forms and Stakes may be rented with purchase option. Additional information on these Symons Products available immediately upon request.

 **Symons CLAMP AND MFG. CO.**

4261 Diversey Avenue • Dept. B-8 • Chicago 39, Illinois

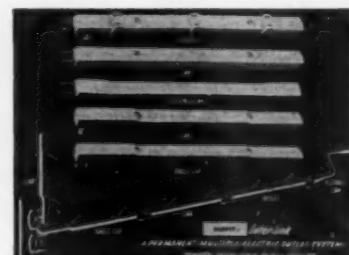
NEW PRODUCTS . . .



Relay units are pre-wired

Six relays operate six lights or outlets on master control. MRU-6 also has switch leads for local control. Relays, pilot light, transformers, neutral buss for 110-volt connection are prewired. Touch-Plate Mfg., Dept. AB, 16530 Garfield Ave., Paramount, Cal.

Circle No. F83 on reply card, p. 124



Outlet system installs easily

Inter-Link multiple electric outlet system called Snapit only requires a screw driver to mount it on the wall or baseboard. Each one-foot section mates with the following. Cable Electrical Products, Inc., Dept. AB, 234 Daboll Street, Providence 7, R. I.

Circle No. F84 on reply card, p. 124

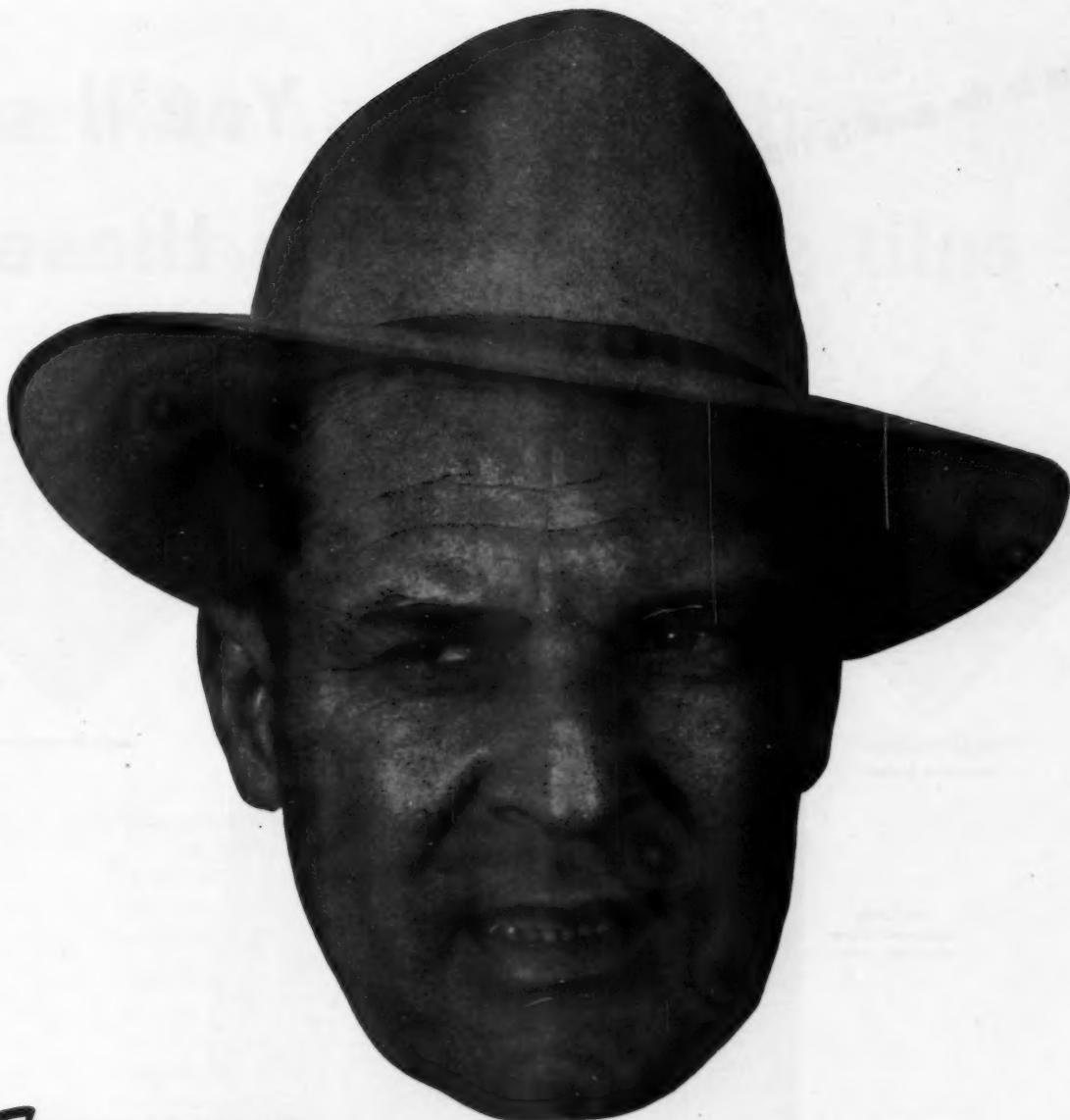


Doors do many jobs

A complete line of accordian partitions and doors is offered by the Curtition Corp. Door covering is vinyl; heights range from 6'6" to 8', and are made for closures up to 28' wide. Curtition Corp., Dept. AB, 2227 Sawtelle Boulevard, Los Angeles, Cal.

Circle No. F85 on reply card, p. 124

AMERICAN BUILDER



From now on...

**I'm going to install dependable
DEMING WATER SYSTEMS!**

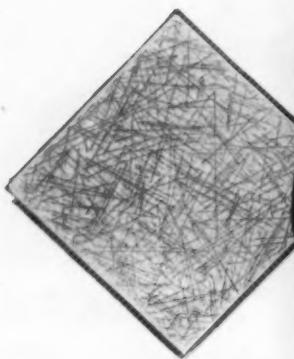
Successful contractors build their reputation through
customer satisfaction by specifying and installing
economical, trouble-free DEMING PUMPS.

Write for FREE catalog and names of your local Deming Distributors

The **DEMING** Company
563 BROADWAY • SALEM, OHIO

"I'm in the mood to remodel!"

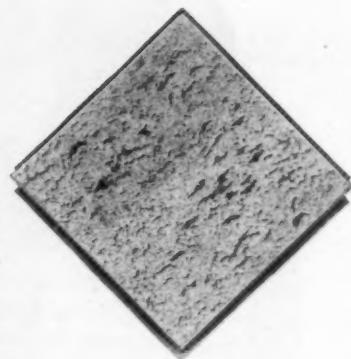
You'll sell
these 8



Decor Jackstraw
two-tone brown



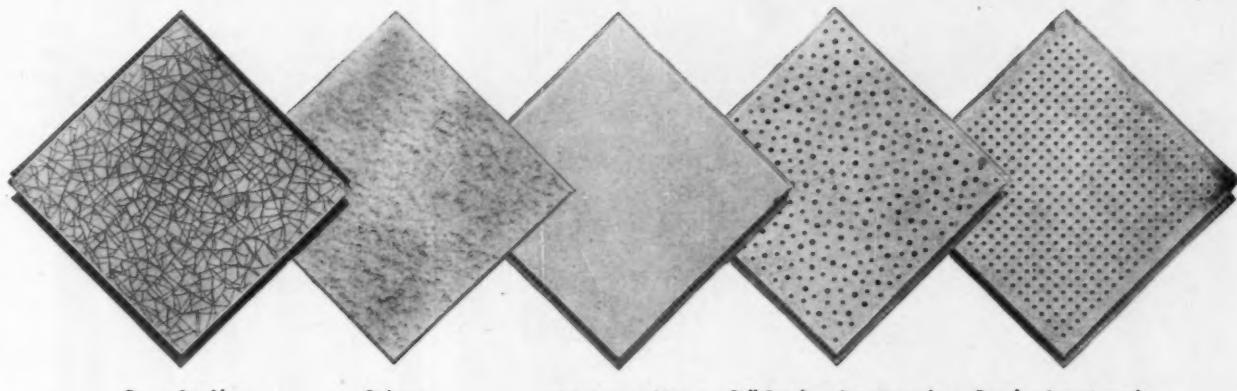
Girl holds
Decor Jackstraw
one-tone gray



Decor Romanesque



her when you show her new insulation ceiling tiles



Decor Crackle Quietex Plain Ivory-white Full Random Acoustamatic Regular Acoustamatic

There's scarcely a moment when *some* of your homeowner prospects *aren't* in a mood to remodel! The handsome new Gold Bond Decor Ceiling Tile designs at the left, together with the four other distinctive insulation tiles, make it amazingly easy for *you* to turn this mood into profitable sales.

This wide Gold Bond selection gives your prospects complete freedom in planning a decor which suits their tastes. And there's more than good looks under the skin! New Decor Tiles—Jackstraw in one and two-tone styles, Romanesque and Crackle—decorate, insulate and hush noise. Plain Ivory-white has 80% light reflection. Quietex and Acoustamatic Tiles help you sell remodeling to offices, stores and restaurants as well as homes. Special low-density Quietex is quickly applied with adhesive—all other tiles have strong inter-locking edges for fast stapling. Note the painted bevels and flame-resistant finishes.

Once you've shown the new Decor Tiles or the other distinctive ceiling tiles, you're on your way to a sale. Your Gold Bond® representative has complete details for you. Or write Dept. AB-28, National Gypsum Company, Buffalo 2, New York.

NATIONAL GYPSUM COMPANY



It will pay you to take a

**fresh
LOOK**

at

ASCO



You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilating fans all with smart, "no-rust" aluminum grilles. You'll see ventilating fans that cut installation costs . . . the slimmest ventilating fan on the market . . . and a host of other features in this value-packed line designed and priced to reduce your costs.

So take a fresh look at all the fresh new Fasco features . . . they will convince you Fasco ventilating fans are your best buy today!

FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

Fill in coupon below.
Use page margin.

There's a fresh look at

ASCO

Please send me full information on the Ventilators and new power Range Hoods

▼ NAME and ADDRESS

▼ CITY and STATE

AB-258

NEW PRODUCTS . . .



Prefab has fireplace

This special New Englander prefabricated home has a finished basement level. Other features include a complete fireplace, lavatory and full bath and cabinets. Price \$20,000. Northern Homes Inc., Dept. AB, Hudson Falls, N. Y.

Circle No. F86 on reply card, p. 124



Stone form saves time

Savings in time and money are possible with new plastic stone forms. Makes perfect imitations of quarried stone. Each form produces six panels in various sizes. Suited for exteriors or interiors. Forms, Inc., Dept. AB, 1810 W. Irving Park Rd., Chicago 13, Ill.

Circle No. F87 on reply card, p. 124



Crane has increased load

Schield Bantam crane carrier, Model T-35, has an 8-ton lifting capacity. When mounted on the Bantam heavy duty "300", it will handle a full 8-ton load working at a ten foot radius. Schield Bantam Company, Attn. James A. Lynch, Dept. AB, Waverly, Iowa.

Circle No. F88 on reply card, p. 124

Formula... for a "family room"



Step 1

Take one little-used porch to convert into a year-round family room.



Step 2

Install radiant panel or grid of steel pipe and connect with existing hot water heating system.



Step 3

Enclose former porch with materials of your choice and the family room is a reality.



Enclose a porch . . . add Steel Pipe Radiant Heating!

That extra room that many families want and need so much can be provided at reasonable cost if they now have a porch and a hot water heating system.

Simply enclose the porch with materials of the home owner's choice. Then your heating contractor will install a steel pipe radiant heating panel, connect it to the existing hot water heating system and . . . presto! . . . the job is done. The radiant heating panel may then be covered with an over floor of any material of your selection.

The resulting new family room will be the pride of the house . . . uniformly warm, free from unsightly heating outlets, with every inch of floor and wall space usable.

*Write for the free 48 page color booklet
"Radiant Panel Heating with Steel Pipe."*

Only Steel Pipe gives all these advantages!

- Low cost with durability
- Strength unexcelled for safety
- Formable—bends readily
- Weldable—easily, strongly
- Threads smoothly, cleanly
- Sound joints, welded or coupled
- Grades, finishes for all purposes
- Available everywhere from stock

Steel Pipe
is First Choice

Committee on
STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street, New York, 17, N.Y.

How to Use Scaffold Brackets



TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments.

THE STEEL SCAFFOLDING COMPANY
UNIONTOWN, PENNSYLVANIA
Dept. AB.

TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,
tested
and approved

COST
LESS



Extensively used in
government and
private construction.
2½" and
4" ID.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4½" high.
- Extra strength factors.

for **Free**

catalog

Write to P. O. Box 671



F. D. KEE'S MFG. CO.
NEBRASKA

BAR-BROOK BREEZEBUILDER Package Unit FANS



Fast, low cost
installation.
Profitable for
the builder.
Cool comfort
for the buyer.

Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31" x 31"	18½"
AVP-36	7500	36" x 36"	18½"
AVP-42	10000	42" x 42"	20½"

Built-in ceiling shutter, manual or automatic. Fan, motor and shutter completely assembled and wired as single unit. UL Approved. Contractors say Bar-Brook Units are easiest and fastest to install.

BAR-BROOK

Breezebuilder

ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes 30", 33", 36", 42", 48", 54".

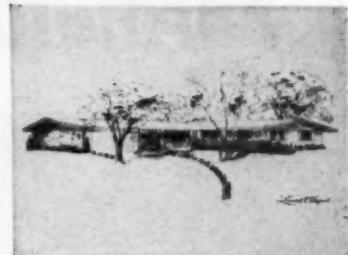
Order Catalog
WRITE FOR
CATALOG . . .

of entire Bar-Brook line
of large fans and shutters.



BAR-BROOK MFG. CO., INC.
6135 Linwood Ave., Shreveport, Louisiana

NEW PRODUCTS . . .



Functional plan sparks home

The Wilsonian, selling for \$22,500 without land, is now offered by Wilson Homes. It contains 1,800 sq. ft. of space, two car garage. The plan separates work and quiet area. Wilson Homes, Inc., Dept. AB, St. Charles and Taussig Rds., Robertson, St. Louis County, Mo.

Circle No. F89 on reply card, p. 124



Rake aids soil cultivation

Arps Corporation has developed a rake attachment for its utility blades. The rake is easily attached. It can be used for grading, leveling, mulching, spreading topsoil. Arps Corporation, Dept. AB, New Holstein, Wisc.

Circle No. F90 on reply card, p. 124

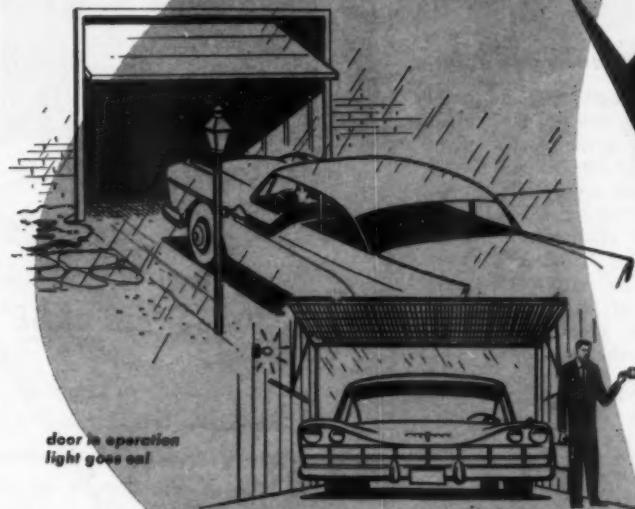


Tile is especially durable

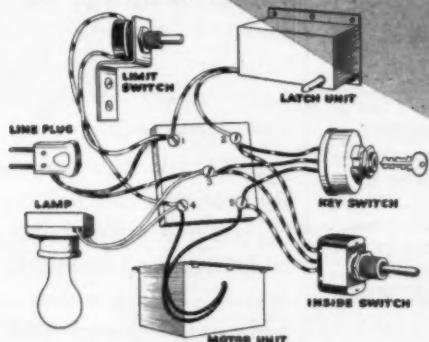
Especially durable vinyl tile, "Duraco", is available in five terrazzo and marble patterns. Comes in 9" x 9" size, and standard and heavy thicknesses. Azrock Products Div., Uvalde Rock Asphalt Company, Dept. AB, Box 531, San Antonio, Tex.

Circle No. F91 on reply card, p. 124

FOR THE MASS MARKET ... a trouble-free automatic garage door operator everyone can afford!



MALCO'S 12-STEP INSTALLATION AND WIRING DIAGRAM



How to Install—adjust—wire. Everything explained clearly in Malco's complete brochure. A brochure included in every carton.

TERRITORIES AVAILABLE

GIVE YOURSELF A BREAK IN '58 with this fast seller. Areas are still available—call, write or wire today. Phone: Houston—MOhawk 7-3393.

Patents Pending

\$5995
RETAIL PRICE

Plus \$20 or Less Installation

INCREASED PROFITS FOR YOU

Eliminate time consuming installation and service calls. More Volume—means More Profit for you. Easy to sell and install—economical and trouble-free.

IT'S GUARANTEED TOO!

Designed and engineered to rigid specifications, warranting a full five-year guarantee. Motor unit specially designed by General Electric. Sell and Install with confidence.

SALES AIDS AND ADVERTISING

Color ads in national publications will bring customers to you! Brochures in color . . . newspaper mats and publicity releases are yours for additional local impact.

SHIPPING

Completely packed with instruction brochure in 17-pound carton. Easy to handle and store multi-wall cardboard cartons 11" x 11" x 6 3/4" deep.

MALCO

INDUSTRIES

Div. of the Baytex Plywood Corp. • 4308 Alief Rd. • Houston, Texas

MAILING ADDRESS: P. O. BOX 181, BELLAIRE, TEXAS

NEW CONSTRUCTION TECHNIQUE PROVIDES FINEST POOL

AT

20%
LOWER COST

NOW...



AWARD LINERS puts a luxurious pool within the reach of all!

MORE SALES...

GREATER PROFITS

FOR CONTRACTORS & DEALERS

LOWER ORIGINAL COST—
LOWER UPKEEP

Because only a three foot retaining wall is required for a full 6½ foot deep pool, the saving is tremendous! AWARD liners made of 22 gauge laminated Bolttaflex match the bottom contours of the most expensive pools. Maintenance cost is reduced to a minimum.

BACKED BY YEARS OF ENGINEERING EXPERIENCE

AWARD pools are produced by DAVIS PRODUCTS, INC., pioneers in low-cost vinyl-lined pools made of genuine Bolttaflex by a division of the General Tire and Rubber Company. Every AWARD pool liner is sold direct to you from the manufacturer, thus eliminating another costly middleman operation.

UNCONDITIONALLY GUARANTEED

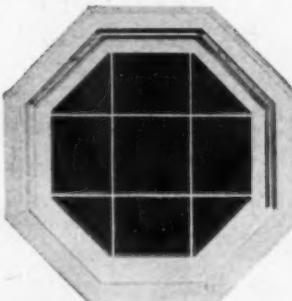
Every AWARD pool liner carries a written guarantee of complete satisfaction against any defect. You can be a part of the big future for AWARD pool contractors and dealers. Be ready for the big season ahead. Act now! Get the facts without delay...it will pay!

Write, Wire or Phone for complete details & dealer franchise availabilities!

AWARD POOL DIVISION

DAVIS PRODUCTS, INC.
1631 Tenth St., Santa Monica, California
AD-3

NEW PRODUCTS . . .



Octagonal windows add style

Newly popular octagonal and round window frames will not leak under worst weather conditions. Can be easily trimmed on inside. All of clear sugar pine, completely Wood-life treated. Feature a model for every type of architecture including the popular "Cinderella type" house. Complete information and a description of all styles may be obtained from Webb Mfg., Inc., Dept. AB, Conneaut, Ohio.

Circle No. F92 on reply card, p. 124



Skydome reaches 12'

Longest cast acrylic sheets, 144", being produced by Wasco. Offer interesting applications in commercial construction. Available in $\frac{1}{8}$ ", $\frac{3}{16}$ " and $\frac{1}{4}$ " thicknesses. Large sheets make possible a 12' skydome. More complete information may be obtained from Wasco Products, Inc., Dept. AB, Cambridge, Mass.

Circle No. F93 on reply card, p. 124

Design it yourself

American Houses offers the "Design-it-yourself" system of prefabrication. You can combine a series of components in many ways to create the house you and your customer want. "Design-it-yourself" kit makes it easy. American Houses, Inc., Attn. John C. Pollock, Dept. AB, S. Aubrey and E. South Sts., Allentown, Pa.

Circle No. F94 on reply card, p. 124

Wisconsin Builder
Ben McCauley says—



**"We Sold 6
HOME-WAY HOMES
with your
OPEN-HOUSE PACKAGE"**

A tested open-house promotion—one that has never failed to sell the demonstrator *plus* additional homes—is just one of many sales helps for Home-Way dealers. These include newspaper ad mats, direct mail advertising and help with financing. Thousands of qualified leads come from Home-Way's national advertising and demonstrations such as the recent "Prairie Lady" model introduction at the Farm Progress Show.

But Home-Way's unique service is the personalized design and closing conference. Bring your prospect with his lady to centrally-located Walnut, Illinois where our architects and engineers work out desired variations, estimate cost and help you close the sale.

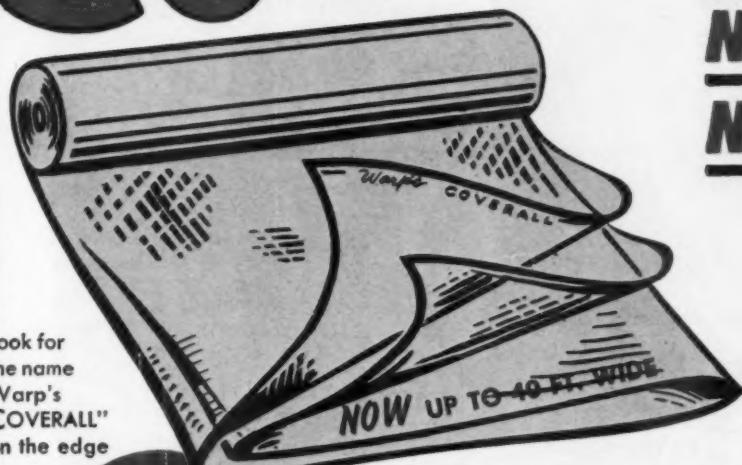
Write for complete dealer information and sample sales promotions.

GBH-WAY HOMES, INC.
Dept. AB • Walnut, Illinois

Another Quality Plastic Product by Warp Bros.
World's Largest Manufacturer of Plastic Window Materials
POPULAR WITH COST CONSCIOUS BUILDERS AND CONTRACTORS

Warp's **COVERALL®**

**A PURE
 POLYETHYLENE
 SHEETING**



Look for
 the name
 Warp's
 COVERALL™
 on the edge



**WATER-TIGHT
 ROT-PROOF
 CID-PROOF
 STAYS FLEXIBLE
 AT 60° BELOW ZERO**

Warp's COVERALL
 Has Hundreds of Other Uses:

Form Liners	• Drop Cloths
Slab Vapor	• Concrete Curing
Barriers	• Machinery Covers

For current prices, samples, and product information on Warp's COVERALL, ask your Jobber or write to Warp Bros., Chicago 51.



Warp's Polyethylene COVERALL permanently solves moisture vapor problems under houses. Prevents rotting of joists and sills. Also recommended for use between Studdings and Siding, and between Sheeting and Roofing material. COVERALL lasts a lifetime—it is inexpensive, comes in various thicknesses and widths to 40 feet, for simple, easy installation.



Sunlight Resistant BLACK COVERALL is recommended for covering lumber, brick, stone, and construction equipment at the lumber yard and at construction site. The BLACK protects materials from damage caused by both Sun and Moisture. Warp's BLACK COVERALL makes an ideal, inexpensive tarp.



Warp's tough polyethylene COVERALL film keeps plastering, bricklaying, carpentering on schedule in spite of bad weather. It makes an ideal, low-cost "close-in" material because it is waterproof, light, easy to handle and reusable. Also use COVERALL under and over cement when pouring.

(COMES IN 100 FT. ROLLS — PACKED IN CARTONS)

	2 Gauge (.002 Thick)	4 Gauge (.004 Thick)	6 Gauge (.006 Thick)
Moisture-Proof Clear	3, 4 and 9 Ft. Widths	3, 6, 10½, 12, 14, 16½, 20 24, 28, 32 & 40 Ft. Widths	6, 10½, 12, 14, 16½, 20, 24, 28, 32 & 40 Ft. Widths
Sun-Resistant Black	3 Ft. Widths	6, 12, 14, 16½, 20, 24 28, 32 & 40 Ft. Widths	4, 6, 12, 14, 16½, 20, 24, 28, 32 & 40 Ft. Widths

CARRIED BY RELIABLE JOBBERS EVERYWHERE

WARP BROS. CHICAGO 51, ILL.

ANOTHER PLASTIC PRODUCT BY THE WORLD'S LARGEST MANUFACTURER OF PLASTIC WINDOW MATERIALS

STANLEY**Electric
Tools**

A heavy duty precision tool The H75 Sabre Saw

Here's the latest addition to Stanley's popular line of new heavy-duty electric tools... builders' saws, sanders, and now the new H75 Heavy-Duty Sabre Saw.

The H75 cuts 2" lumber, plywood, molding, sheet metal, plastics, embedded nails, etc., with 21 different blades. And every blade has 25% longer life because it has a 25% longer stroke. This is a fast-cutting, smooth-working jig saw. Your Stanley Electric Tool distributor has H75 now. Ask him to show you. See the handy kit to take your Sabre Saw to the job.

- Cuts right up to a wall
- It's fast... 3300 strokes per minute
- Longer blade life because of longer $\frac{3}{8}$ " stroke
- Chip blower keeps cutting line clear
- Quick, easy blade change
- Stanley-built heavy-duty motor
- Anti-vibration mechanism
- Cool, comfortable, easy-grip handle

H75 is being introduced at the special low price of only \$54.50. And you also can get a free ripping guide from Stanley if you buy now.

Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • stampings • springs • coilings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

PREFAB CATALOGS**MICHIGAN**

SELECTIVE STYLING fills twenty colorful pages in this catalog. Cover ten series of homes ranging from cosmopolitan to contemporary, with two to four bedrooms. Variations for each series include six floor plans. Manufactured Homes, Inc., Dept. AB, Marshall, Mich.

Circle No. F17 on reply card, p. 124.

INDIVIDUALIZE PLANS with Modern-Flex homes. Permit flexible floor plans and elevations to suit each site. Color catalogs with plans, elevations, etc. Modern Homes Corp., Dept. AB, 7742 Greenfield, Dearborn, Mich.

Circle No. F18 on reply card, p. 124.

MINNESOTA

HOME IDEAS book from Page & Hill illustrates over 35 homes. Available for slab, crawl, or basement construction. Detailed information and sketches on interiors and materials. Page & Hill Homes, Dept. AB, 1119 Pillsbury Bldg., Minneapolis, Minn.

Circle No. F19 on reply card, p. 124.

MISSOURI

COMMERCIAL BUILDERS will find these reference catalogs valuable. Information on school, business, factory, and farm buildings. Construction details and materials information. Butler Mfg. Co., Dept. AB, 7400 E. 13th St., Kansas City, Mo.

Circle No. F20 on reply card, p. 124.

PLEASING RANCHER, the "Wilbrook," is built to sell for \$12-14,000 including land. Has graceful open planning for 960 sq. ft. of floor space. Photos, floor plans, complete details available. Wilson Homes, Dept. AB, St. Charles & Taussig Rds., Robertson, St. Louis Co., Mo.

Circle No. F21 on reply card, p. 124.

PLANNED FOR TODAY and years ahead is the "Heather", a smart contemporary model. Adaptable to almost every site demand. This '58 catalog also shows two handcrafted Cinderella-type models. Modular Homes, Inc., Dept. AB, Route 13, Kirkwood 22, Mo.

Circle No. F22 on reply card, p. 124.



**New advantages for truck owners
Introduced in all-new
Dodge Power Giants for '58**

**Power, payload, economy and styling features
make Dodge 4-way leaders of low-priced 3**

Recent introduction of the new '58 Dodge *Power Giants* brings truck owners a series of the most outstanding advances in Dodge truck's 40-year history.

In power, for instance, Dodge offers three new *Power Giant* V-8's that provide up to 234 hp. . . . as much as 24% more than other low-priced makes. These extra-powered engines can take it easy under normal loads . . . keep going longer, too.

Payload capacities are up to an all-time high. Chassis construction features the elimination of excess weight while actually increasing strength. You get as much as $\frac{1}{3}$ more payload capacity.

When it comes to economy, Dodge sweeps the field because of its exclusive Power-Dome V-8 engine design that reduces harmful carbon deposits. This improves gas mileage . . . practically eliminates the need for major engine overhauls.

Dodge styling gives truck owners a real prestige bonus. Striking dual headlights, massive new grilles and luxury cabs are exceptional highlights.

All in all, truck owners would be well advised to check into the '58 *Power Giant* line-up before replacing or adding units. These Dodge trucks are definitely four-way leaders of the low-priced three.

DODGE Power Giants



**"Here's a feature
you'll like...
a built-in
KitchenAid"**

DISHWASHER

We've found this to be absolutely true! Customers do like the convenience and the good taste of a built-in dishwasher—but not just *any* dishwasher; they like KitchenAid. The big reason, of course, is they know that KitchenAid is the best performing dishwasher in the industry. They know KitchenAid is quality...it's made by Hobart!

Only KitchenAid has the revolving power wash action that has proved so successful in the large commercial dishwashers used all over the world in institutions, hotels and restaurants. Even tough greases can't resist...they disappear like magic; yet, even the finest crystal is perfectly safe. Only KitchenAid has the separate motor and blower fan that dries everything to sparkling perfection with electrically heated air.

Two independently sliding, cushion-coated racks hold pots, pans, tableware, glasses, silver—a full dinner service for a large family. KitchenAid loads most conveniently from the front with no uncomfortable stooping. Any one of the models is simple to install—either gravity-drain or automatic pump-drain styles. The undercounter model comes in a wide range of beautiful fronts: Antique Copper, Satin Stainless Steel, White, or a color can be arranged to match any kitchen decor. Add another mark of *quality* to the homes you build by building-in a KitchenAid automatic dishwasher. You'll like the results.

KitchenAid Home Dishwasher
Div., Dept. KAB, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.



THE
"WALLMARK"
OF
QUALITY

Its lustrous metal softly aglow — this exquisite General Controls thermostat speaks of *quality* to the prospective home-owner. He (or she) knows: "here is a home providing quality without compromise." A home featuring uniform comfort — come cold or summer heat.

A precision instrument guaranteeing uniform heating and/or cooling for years to come, the General Controls Tempotherm 365 is your "tool" to create confidence in prospects of optimum performance always from the heating system.

By specifying General Controls thermostats to your heating contractor, you will be truly adding a "wallmark" of quality that will enhance your reputation as a quality builder.



GENERAL CONTROLS

Manufacturers of America's Finest Automatic Controls for Home, Industry and the Military

Glendale, Calif. • Skokie, Ill. • Guelph, Ontario, Canada

Five Plants — 42 factory branch offices serving the United States and Canada

Mr. QUALITY BUILDER!

Hodgson Houses

ASKS YOU...



What other Prefabricator will supply you with a quality house built to your plans?

"America's First Prefabricator" can and will . . . So why not join the Quality New England Builders who buy, build and sell Hodgson Quality Houses at a good profit . . . designed to their own plans.

BUILDERS IN THE NORTHEAST—
ask us to show you
some of these builders' houses



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PREFAB CATALOGS

NEW JERSEY

REGAL RANCHES with space-conscious plans are arranged in two, three, or four-bedroom groups in helpful brochure. Lots of exterior sketches, floor plans, information on material and products. Priced for project profits. Presidential Homes, Inc., Dept. AB, Pemberton, N.J.

Circle No. F23 on reply card, p. 124.

NEW YORK

ECONOMICAL HOMES from Ford feature expandable upstairs space which can be converted into extra bedrooms or play space when needed. Among brochures are those on Cape Codders, ranchers and split levels. Pictures, floor plans, plenty of information. Ivon R. Ford Inc., Dept. AB, McDonough, N.Y.

Circle No. F24 on reply card, p. 124.

PRESENTED FOR COMPARISON, feature by feature, are Alleghany Homes in new catalog. Spacious rooms shown in floor plans, photographs, drawings, various elevations. More complete information from Alleghany Homes Corp., Dept. AB, Homer, N.Y.

Circle No. F25 on reply card, p. 124.

CHOOSE homes to build from more than 45 ranch, two-story, split-level or Cape Cod styles in Northern's catalog. Also available: a brochure on cottages and garages. Drawings, elevations, floor plans and materials described. Northern Homes, Inc., Dept. AB, Hudson Falls, N.Y.

Circle No. F26 on reply card, p. 124.

OHIO

BIG HOMES for the low-cost market are the subject of an illustrated catalog. Detailed plans show models aimed at "the most house for the money on the market today." North American Homes, Dept. AB, 2001 N. Westwood, Toledo, Ohio.

Circle No. F27 on reply card, p. 124.

TECHNICAL AID to builders on the "Pana Rama" panel system shows how interchangeable panels deliver low cost construction. Information on panels, roof and systems, prices. Expan Homes, Inc., Dept. AB, 15411 Chatfield Ave., Cleveland 11, Ohio.

Circle No. F28 on reply card, p. 124.



If you are a
Building or Masonry
Contractor you can build
swimming pools and
**net up to
30% profit!**

The fast-growing home swimming pool trend offers you a booming market — using your own workmen, equipment and "know-how". A typical home pool sells at about \$2,400. (13½' x 30' and 3'-7" deep) — can be installed in a week and shows a builder's profit of \$800.00. Kennedy pool liners help assure these profits for you — and produce a pool that requires minimum maintenance. Made of heavy gauge vinyl in plain or patterned blue or aqua color, Kennedy liners are easily installed and have long, trouble-free life. Kennedy, a pioneer in plastics fabrication — is a leader today. Let our coast-to-coast organization show you how to increase your income in this greatly expanding market.

Write, wire or phone —

Kennedy

CARLINER and BAG CO., INC.

8000 Prospect Avenue, Dept. B
Shelbyville, Ind.

QUESTION

Why should I, an **ARCHITECT**, specify Superior Fireplace Products?

Why should I, a **BUILDER**, use Superior Fireplace Products?

Why should I, a **DEALER**, recommend and sell Superior Fireplace Products?

ANSWER

 Because there is a properly designed unit for every type of fireplace.

 Because of installation ease, and it costs no more to give my customer the best.

 Because it is the most complete line of quality merchandise, and will serve my customer best.



MODEL "A"



MODEL "M"



MODEL "S"



MODEL "D"



SUPERIOR FORM DAMPER MODEL L



Superior Stay-Put
CLEAN-OUT
DOOR



FRONT VIEW

Pat. No. 2,808,824



Pat. No. 2,166,291

Superior Stay-Put
ASH DUMP



REAR VIEW

HEATFORM[®] WARM AIR-CIRCULATING FIREPLACE UNIT

Everyone engaged in the Home Building Industry wants to serve his customers to the best of his ability and you can serve them no better than with Superior Fireplace merchandise.

HEATFORM is the only heat circulating fireplace unit available in four models to accommodate any architectural design — **Model "A"** for the single opening fireplace, **Model "S"** for the modern corner fireplace with the front and either side open to a view of the fire, **Model "M"** for the fireplace with the front and two sides open, and **Model "D"** for the fireplace opening through between and serving two rooms.

Check these exclusive HEATFORM advantages and you will understand why you may recommend HEATFORM with confidence:

- ★ **Ribbed reinforced boiler plate firebox** — for greater strength.
- ★ **More heating surface per size unit** — air chambers surround front and side walls of throat as well as firebox.
- ★ **No dead air pockets** — round superheating air flues through throat connect lower and upper heating chambers, assuring contact of air to all heating surface.
- ★ **Larger air inlet and outlet capacity** — speeds air circulation and increases heat delivery.
- ★ **Nothing to rust out** — masonry downdraft shelf seals all exposed metal beneath chimney against corrosion. THIS IS IMPORTANT!
- ★ **Greater choice of warm air outlet location.**

SUPERIOR HI-FORM FIREPLACE DAMPERS

Model "L" for single opening tapered fireboxes only.

Model "H" for all multiple opening square fireboxes. Detachable metal downdraft support allows for masonry shelf to prevent rainfall entering firebox. Flue may be located directly above center of apex of dome, saving 20-25% of masonry and labor required by other designs to offset flue and form downdraft in another location.

HI-FORM EXCLUSIVE ADVANTAGES

1. Controls construction of throat — lintel to flue.
2. Properly hinged and located damper cannot swing back beneath chimney flue. It is a buffer to prevent wind currents interfering with draft.
3. Friction control holds tight-closure damper in any desired position.
4. Constructed of heavy steel for lifetime service. No brittle cast iron parts to break in shipping, handling, or usage.
5. Rockwool blanket provided with each unit — only proven method of absorbing metal expansion.
6. 100% foolproof when constructed per specifications.

Specify your profession or trade and WRITE TODAY for FREE FILE FOLDER containing complete and detailed fireplace information.

SUPERIOR FIREPLACE COMPANY

Pioneer designers and manufacturers of Heat Circulating Fireplace Units and Hi-Form Dampers

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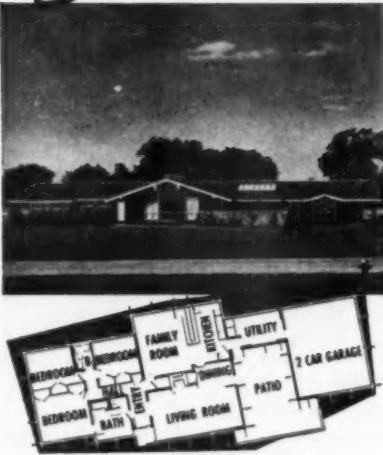
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MODULAR HOMES

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Jamaican



**The
JAMAICAN**

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MODULAR HOMES are panel, post and beam constructed of enduring redwood. These MODULAR components provide the basic advantages that help to justify pre-fabrication. They let you participate in designing your own home, enable you to site plan the house so that it is YOUR home. MODULAR helped pioneer these technical advances which are now becoming widely used. Exclusive of land, MODULAR HOMES are priced from about \$14,000 to \$36,000. Detailed blueprints are always supplied with MODULAR HOMES.

MODULAR HOMES are erected by carefully selected, responsible, experienced builders. Please write for detailed literature.

Dealer inquiries invited.

**MODULAR
HOMES** Inc.

Barrett Station &
Dougherty Ferry Rds.
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PREFAB CATALOGS . . .

PREPARED FOR BUILDERS is this brochure from Inland. Presents entire line, with many selections in the three-bedroom size. Ideas on financing plus material specifications. Complete information may be obtained from Inland Homes Corp., Dept. AB, 501 South College St., Piqua, Ohio.

Circle No. F29 on reply card, p. 124.

DESIGN COLLECTION for 1958 is available from Scholz. Styles range from "California Contemporary", "Ranch Western" to "American Colonial". Photos in full color; floor plans; details on exteriors, interiors and materials used. Scholz Homes, Inc., Dept. AB, 2001 N. Westwood, Toledo 7, Ohio.

Circle No. F30 on reply card, p. 124.

LOOK AT THE '58 book of Pease Homes. Depicts, in full color, the complete line. Hundreds of exteriors and two-, three-, and four-bedroom plans from basic models. More information from Pease Homes, Dept. AB, 900 Forest Ave., Hamilton, Ohio.

Circle No. F31 on reply card, p. 124.

FOR A SLOPING LOT, three-bedroom tri-level promotes spaciousness. Lower level has family-room, garage, laundry, dining room and kitchen. Many other plans in '58 portfolio. Midwest Houses, Inc., Dept. AB, P.O. Box 334, Mansfield, Ohio.

Circle No. F32 on reply card, p. 124.

FILE FOLDER for values contains catalog sheets on eight three- and four-bedroom homes. Emphasis on top styling, conventional planning, low cost. Weakley Mfg. Co., Dept. AB, S. 26th St. & Buckeye Ave., Newark, Ohio.

Circle No. F33 on reply card, p. 124.

OKLAHOMA

SELECT STYLES, designs, floor plans to suit any need from 20-page Sturdybilt catalog. Information on materials used, engineering, as well as many exterior photos and floor plans. Southern Mill & Mfg. Co., Dept. AB, P.O. Box 1087, Tulsa, Okla.

Circle No. F34 on reply card, p. 124.

TUBULAR STEEL SCAFFOLDING
for every "off-the-floor" job!

Contractors in more and more trades are making Bil-Jax their headquarters for all scaffolding equipment needs! Simplicity, sturdiness, safety and low cost are stand-out features. For scaffolding that's "just right" for your kind of job, insist on Bil-Jax.

NEW HI-LO POWERED STIRRUP
Capacity 500 lbs. Use single or double. A time and money-saver.

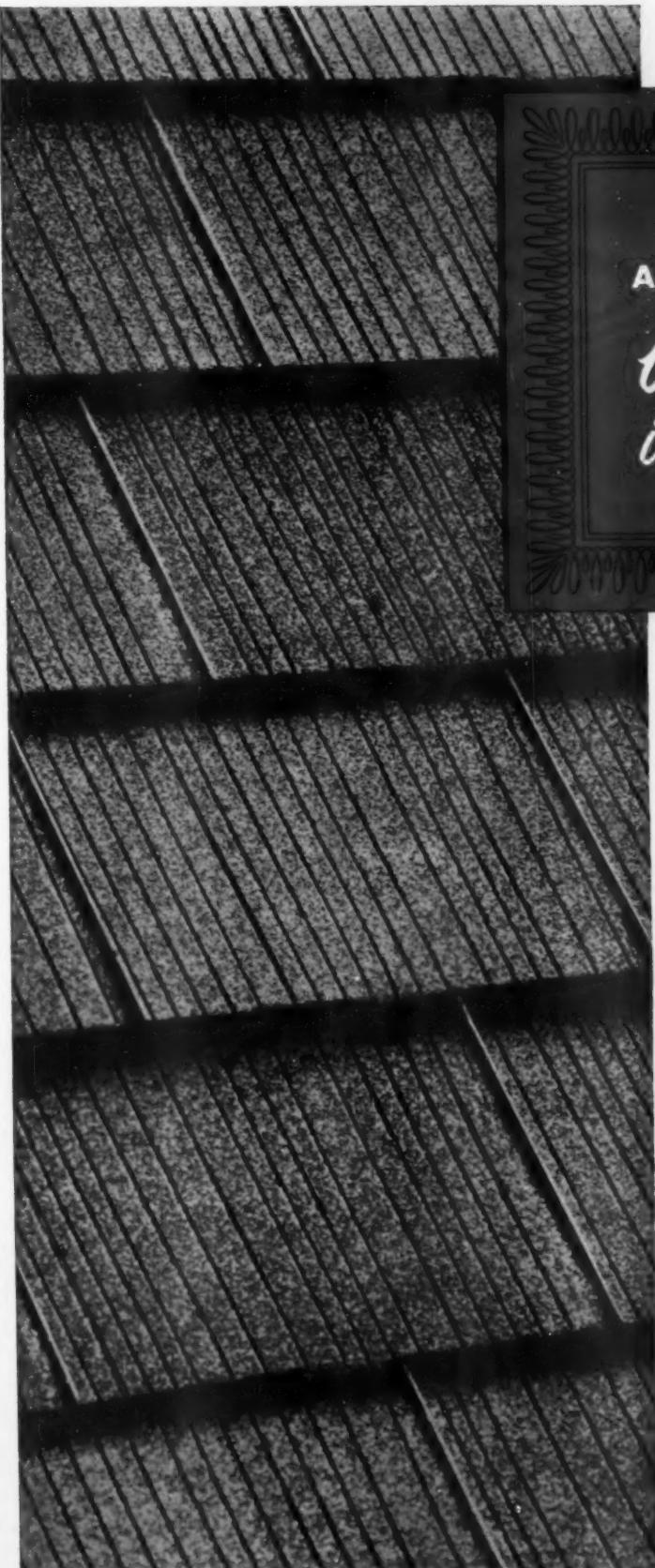
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A WIND-SAFE ROOF**

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The exclusive Ruberoid Wind Warranty covers every Lok-Tab asphalt shingle against blow-offs — even in hurricanes and cyclones! Each shingle is secured by a hidden lock *from the moment it is put on*. And you get a written warranty against wind damage on every house you build. Lok-Tabs reduce building costs, too: fewer shingles per square . . . fewer nails . . . self-aligning . . . less labor. Ask your Ruberoid dealer about Lok-Tabs. For more information, ask for LOK-TAB Kit #1373. Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

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All segments of the building industry depend on Dur-O-wal masonry wall reinforcement. This fabricated, high tensile steel reinforcing member scores on performance . . . safeguards masonry beauty. Available throughout the continent Dur-O-wal is ready for delivery to your building sites to provide hidden quality for superior construction.



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Tom Barber helps you sell your Midwest Houses.



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As a Midwest Builder, you're backed by a group of talented home construction experts. Architects, engineers, purchasing specialists assure you of top quality —sales promotion and financial experts help you sell. From footing to closing, you get the kind of expert assistance that makes your project a success.

Let us show you how you can profit from a Midwest Dealership whether you build 20 or 200 houses a year. Write for free catalog . . . TODAY!



MIDWEST HOUSES, INC.
Mansfield 3, Ohio

PREFAB CATALOGS

PENNSYLVANIA

EXPERTLY PLANNED, precision-engineered homes on parade in this '58 catalog. Interior and exterior pictures as well as floor plans. Prices from \$1,600 to \$15,000. Franklin Thrift Homes, Inc., Dept. AB, 1640 N. Atherton St., State College, Pa.

Circle No. F35 on reply card, p. 124.

DESIGN-IT-YOURSELF system has series of components which can be combined to create a custom house to suit builder and buyer. Information plus demonstration available. American Houses, Inc., Dept. AB, S. Aubrey & E. South Sts., Allentown, Pa.

Circle No. F36 on reply card, p. 124.

KEY HOMES FOR '58 in a 12-page brochure. Illustrates homes with customized features and built-in flexibility. Models include story and a half, two story and split-levels. Brochure shows elevations, floor plans; also gives materials description. More information from Swift Homes, Inc., Dept. AB, 1 Chicago Ave., Elizabeth, Pa.

Circle No. F37 on reply card, p. 124.

PARADE OF PREFABS shows 16 different homes in a full-color catalog. Covers two-, three- and four-bedroom homes. Prices, financial arrangements, lists of products used. Exteriors and floor plans with variations. More complete information may be obtained from Hilco Homes, Dept. AB, 70th St., Philadelphia 42, Pa.

Circle No. F38 on reply card, p. 124.

FACTORY BUILT, practical "Dream Homes" in Admiral catalogs give full dollar value. Contemporary, split level, Cape Cod styles. Price lists, materials used, plans and elevations of each style described in catalog. More information is available from Admiral Homes, Inc., Dept. AB, 149 Water St., W. Newton, Pa.

Circle No. F39 on reply card, p. 124.

HOW TO BUILD a custom house on a budget is explained in Crestwood's full-color catalog. Lists materials, methods, and gives 13 drawings and floor plans. Crestwood Homes Co., Dept. AB, P.O. Box 311, Greenville, Pa.

Circle No. F40 on reply card, p. 124.



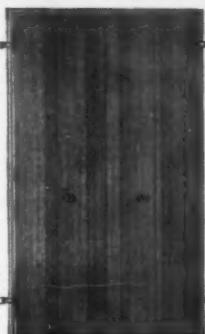
SYMBOL OF QUALITY

for fine homes

PRECISION

The nationally-advertised brand-name PRECISION, means something to your prospective home buyer. He knows immediately that the PRECISION Stairway is a quality product—a guaranteed product—for he has been told of the quality and dependability of PRECISION Attic Stairways for over a decade in such widely read national publications as . . . Better Homes & Gardens, House Beautiful, House & Home, House & Garden and Living For Young Homemakers. Again this year, home buyers will be seeing the PRECISION Stairway in these and other national publications.

Use the nationally-advertised PRECISION Deluxe Folding Stairway in your homes as a sales feature. It's a symbol of quality and guaranteed dependability to home buyers everywhere.



Another practical and economical new PRECISION product is the "Money-Saver" Closet Front Assembly. This PRECISION Closet Front comes completely assembled and braced . . . features strong folding doors with heavy butt type hinges to insure "life-time" ease of operation. Steel alignment brackets assure perfect lining of doors when closed, with no over-lapping. Full closet space is available when both doors are open . . . and there's no door stop to sweep or stumble over. Can be installed in just 20 minutes by one person with a hammer and screwdriver.

Also manufacturers of the PRECISION Electric Stairway and the economical Simplex Stairway Line

PRECISION PARTS CORP.

Manufacturers of America's most complete line of attic stairways

409-AB North First Street Nashville 7, Tennessee

Please send me Free color brochure and complete information on

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Precision "Money-Saver" Closet Front Assembly

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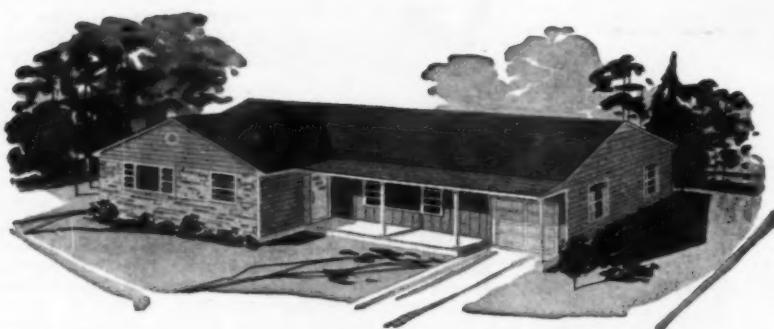
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**Ford HOMES ARE
READY FOR DECORATING**

24 hours after delivery!

THAT'S RIGHT, BECAUSE . . .

- **FORD LAYS THE FINISH FLOORING**
- **FORD APPLIES THE DRYWALL**
- **FORD DOES THE WIRING**
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Other models available in
**MODERN CAPE COD
RANCH
SPLIT LEVEL**

For full details, write on your
own letterhead to Dept. AB

Ford factory-built HOMES
Manufactured by IVON R. FORD, INC., McDonough, N. Y.

PREFAB CATALOGS

TENNESSEE

TRADITIONAL STYLING made Fairhill's latest model popular with the buying public. Space—1,026 sq. ft. —of living area is well-planned for convenience. Information on other models also available. Fairhill, Inc., Dept. AB, 2165 Latham, Memphis, Tenn.

Circle No. F41 on reply card, p. 124.

TEXAS

TO AID BUILDERS. Southwest American Houses offer material containing photos and sketches of all its latest designs. Construction, technical information included. Southwest American Houses, Inc., Dept. AB, P.O. Box 16, Houston 1, Tex.

Circle No. F42 on reply card, p. 124.

HOW TO SAVE building time with Fabricon system of component parts in fact-filled brochure. Covers everything from trusses and gables to storage units and doors. Includes plan folder. Fabricon, Dept. AB, 4601 E. 5th St., Austin, Tex.

Circle No. F43 on reply card, p. 124.

UTAH

"LIVING IN MODERN MANOR" suggests a model for every family, every building budget. Fast, accurate construction; versatility of design; photos and plans. Intermountain Precision-Bilt Homes, Dept. AB, 124-18th St., Ogden, Utah.

Circle No. F44 on reply card, p. 124.

VIRGINIA

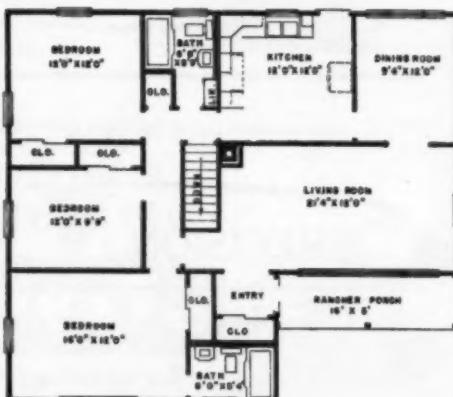
LINE OF PRESIDENTS is a complete 47-page catalog offering 33 homes and plans. Production and actual construction methods described. Two-to-four-bedroom models included. Lester Bros., Inc., Dept. AB, P.O. Box 751, Martinsville, Va.

Circle No. F45 on reply card, p. 124.

WISCONSIN

BIG-TRACT BENEFITS. quality construction . . . the story is presented in literature from Harnischfeger. Discusses family-planned homes, low-cost erection, materials, financing. Photos, exteriors, variety of elevations, floor plans. Complete information may be obtained from Harnischfeger Homes, Inc., Dept. AB, Port Washington, Wisc.

Circle No. F46 on reply card, p. 124.





Floors for designing people

Bruce Block HARDWOOD FLOORS

Naturally Beautiful



Floor in room photograph, Bruce Laminated Blocks. Close-up shows Bruce Unit-Wood Blocks.

Here are floors designed to please. Bruce Blocks, Laminated or Unit-Wood, help the architect create distinctive rooms . . . give the builder and dealer something different to merchandise . . . and delight any home owner. The modern geometric pattern is appropriate in any home. Economical prefinished Laminated Blocks, for mastic installation, have three bonded oak plies to assure maximum stability. The popular Unit-Wood Blocks are available either prefinished or unfinished . . . may be blind nailed or laid in mastic. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.  Memphis 1, Tenn.



"The owners will always enjoy THIS HEATILATOR FIREPLACE"

A Heatilator Fireplace makes any home more comfortable . . . circulating warmth to all corners of the room and adjoining rooms, too.

SMOKE-FREE OPERATION assures you a fireplace that *will not* smoke. With a Heatilator Unit, you take the guesswork out of fireplace construction.

HEATILATOR UNIVERSAL DAMPER

Designed and engineered for open-sided fireplaces. The Universal Damper incorporates both smoke dome and damper in one compact unit. Scientifically designed for smoke-free operation.

Sloping sides permit back-up course of masonry above damper for safety. Reinforced flange serves as lintel. Positive chain pull control holds damper blade firmly in any position. Available in five sizes.



SIMPLIFIES CONSTRUCTION by providing masons with a complete form for their masonry. The Heatilator Fireplace Unit saves construction time and labor.

ECONOMICAL OPERATION with the exclusive Pressure-Seal Damper that seals throat airtight, preventing loss of winter heat or summer air conditioning when the fireplace is not in use.

QUALITY and PRESTIGE are added to your homes. Home buyers know the Heatilator Fireplace, advertised in leading magazines for over 30 years.

SEE your building materials dealer or write for further information on these Heatilator products to

HEATILATOR

HEATILATOR DIVISION • VEGA INDUSTRIES, INC.
932 East Brighton Ave., Syracuse 5, New York

PREFAB CATALOGS

STEP-SAVING floor plans for six homes are presented in an attractive brochure. Extra living items like snack bars, powder rooms and baths with recessed tubs put accent on livability for every room. Unit Structures, Inc., Dept. AB, Peshtigo, Wisc.

Circle No. F47 on reply card, p. 124.

LIVING-ENGINEERED homes like the "Tartan" are designed for maximum convenience in a medium-sized home. Only one in a series of more than 24 living-engineered homes described in catalog sheets. Drawings, elevations, floor plans, other detailed information. Great Lakes Homes, Inc., Dept. AB, Sheboygan Falls, Wisc.

Circle No. F48 on reply card, p. 124.

CANADA

FIVE QUALITY HOMES for the modest budget are depicted in full color. Floor plans (with variations) for each. Material list and construction details included. Greenall Bros., Ltd., Dept. AB, 2690 Beresford St., South Burnaby, British Columbia, Canada.

Circle No. F49 on reply card, p. 124.

FOR A SLIGHT CHARGE

HERE ARE DESIGNS planned for suburban living. Keynoted is the medium-priced "Starlighter." Has three bedrooms, two full baths. Catalog (available for 25 cents) offers wide range of models; gives complete information on each one. Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio.

TWENTY CHOICE HOMES illustrated in a 28-page catalog for '58. Floor plans, many construction details provided. For 25 cents from Sunnibilt Prefab Products Ltd., Dept. AB, 1345 Dufferin St., Toronto, Ont.

FACTS ON FLOOR PLANS, construction details, financing all included in catalog material from Colonial. Exterior drawings, plans, descriptions of more than 20 models. Price 25 cents. Colonial Homes, Ltd., Dept. AB, 6 Malley Rd., Scarborough, Ontario.



Clinch that Sale with **Yorktowne** Leader Among All Wood Kitchens

From California to Maine, from Miami to Seattle . . . all across the country . . . Yorktowne Kitchens are winning builders' approval by clinching the sale of the house.

Home buyers realize that wood *belongs* in modern kitchens. And, Yorktowne Kitchens in beautiful hand-rubbed birch are winning first honors in natural wood.

Equally important with their beauty and quality manufacture is Yorktowne's wide flexibility of

design. The line now offers 175 different types and sizes to fit any price or dimension requirements.

And, immediate delivery too. Nationwide chain of 60 fully stocked warehouses assures delivery when and where needed. So for leadership in all departments, learn about Yorktowne Kitchens . . . also about their alert national advertising and promotion programs to help you sell more homes. Mail the coupon today.

Only YORKTOWNE KITCHENS back you up with an unconditional FIVE-YEAR GUARANTEE against defective material or workmanship.



Nationally Advertised to Help You Sell!

COLONIAL PRODUCTS COMPANY
DALLASTOWN, PENNSYLVANIA

Colonial Products Co.

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Please send me new Yorktowne Kitchen brochure and information about new 1958 builder program.

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Company _____

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32-minute installation — with new

In actual tests, The Eagles Company, Louisville builders, installed a G-E built-in oven and cooktop in less than 32 minutes. Reason: New G-E Built-in Ranges come from factory ready to install.



One-piece oven with one-piece front slides into 27-inch cabinet or wall opening. No knobs or trim to remove or replace . . . no assembly necessary. Comes from factory ready to install.



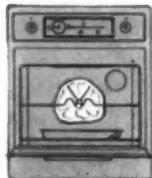
One-piece drop-in cooktop has built-in pushbutton controls . . . is easy to install. Drops into 29 13/16" x 20 7/16" opening . . . fits flush into countertop with accompanying sink-rim flange trim.



Tighten six thumb screws . . . connect one conduit . . . the job is done in minutes! Built-in oven and drop-in cooktop have been completely installed in as little as 32 minutes from cartons to finished job.

★ Plenty of features to talk about, too!

Electric Rotisserie in Custom and Deluxe models barbecues 12-pound roast. Plugs right into outlet in oven; separate pan catches drippings.



Electric Meat Thermometer . . . Standard equipment in Custom model . . . has easy-to-read dial; stainless steel meat probe plugs right into oven outlet.



Picture-window oven door in Custom model. Pushbutton - controlled floodlight illuminates interior. Available in satin chrome, 5 colors.



All models feature:

- Automatic Oven Timer and Minute-Minder
- Eye-level Control Panel
- Fully enclosed Calrod® bake and broil units
- Focused-heat Calrod broil unit
- Automatic Floodlight
- Built-in Oven Vents

- Starlight Grey porcelain interior
- Giant-size 21" oven with wide-opening platform door
- All in one standard size for easy installation
- Available in Mix-or-Match colors (yellow, pink, turquoise, brown) white, satin chrome.

No service headaches:

All equipment carries the General Electric warranty . . . backed by dependable General Electric service! Consult your local General Electric dealer or distributor . . . a representative will be glad to tell you about the

sales and service program especially designed to fit the needs of builders and kitchen modernization contractors. General Electric Company, Range Department, Louisville 1, Kentucky.

GENERAL  **ELECTRIC**

General Electric Built-in Range!

★ New! Rotisserie, meat thermometer, picture-window oven!



Custom oven with remote control cooktops in 2-unit and 4-unit sizes gives this kitchen true custom beauty, plus extra cooking convenience. Remote control conduit plugs into cook-

top...can be installed in any convenient location...in the cabinet or on the wall. All General Electric cooktops have fast-heating, fully-enclosed, dependable Calrod units.



Deluxe oven available in five decorator colors or satin chrome. Features sturdy electric Rotisserie, simplified Automatic Oven Timer and Minute-Minder, Eye-level Control Panel. True deluxe beauty at a common-sense price.



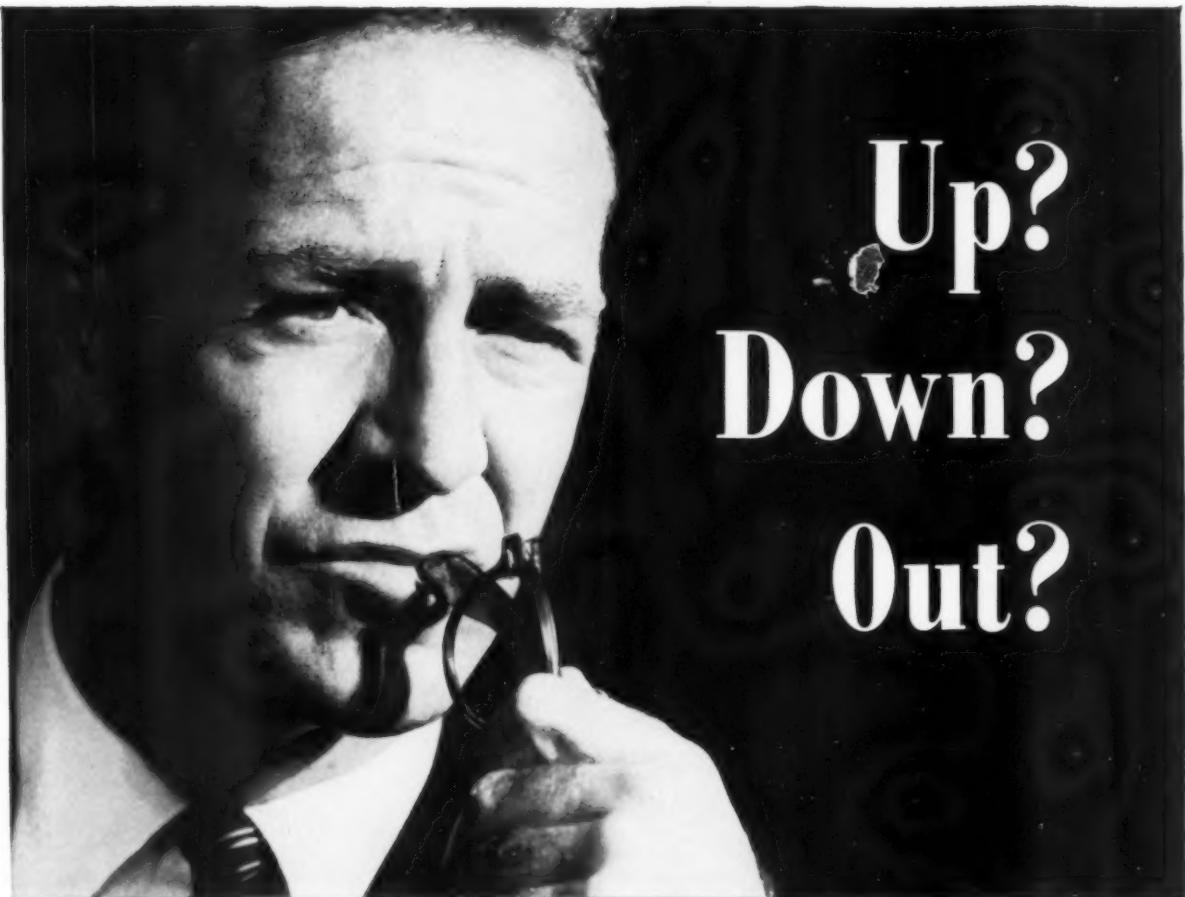
Master oven available in 5 decorator colors or satin chrome. Same roomy 21-inch width as Custom and Deluxe ovens. Features Automatic Oven Timer and Minute-Minder; fully enclosed Calrod® heating units; economy price.



Up-front pushbuttons on new drop-in cooktop give customer true push-button cooking convenience. Both of the 4-unit cooktops available in 5 colors plus satin chrome; 2-unit cooktop in stainless steel only.

There'll be a lot of changes in home building this year, mister!

Which way are you headed?



Up?
Down?
Out?

**Now's the time to face up to the problems of your business, and
seek out solutions that will bring you steady growth, more profits!**

Today's competition favors the builder who operates at top efficiency. Who takes advantage of every time-saving, work-saving, money-saving method. Who weeds out every unnecessary expense, makes every working dollar work harder. Ignore these facts and only catastrophe can result.

If you're genuinely concerned about the future of

your home building operation, we want to talk to you. Show you how the Harnischfeger Plan can root out the problems sapping at your profits, the hidden inefficiencies holding back your growth. Write us a letter and get the *full story*. Select dealerships available in Wisconsin, Illinois, Indiana, Ohio, Missouri, Iowa, Michigan, Minnesota, and northern Kentucky.



HARNISCHFEGER HOMES, INC.

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what's it worth

to handle ticklish jobs?



CAUTION



DAVIS BACKHOE lets you work in Tight Spots!



Digs flush when you need to — only the Model 210 Davis Backhoe has the ability to dig flush alongside walls, buildings, fences. Has 200° continuous operating arc.



A Davis Loader and Backhoe combination will put money in your pocket by outperforming any other rig — pound for pound, dollar for dollar.

Digging near pipelines, conduits, utility mains, or other hidden obstructions is always a tough assignment... but a Davis Backhoe will let you handle those ticklish jobs easier and quicker with more safety and profit than any other make. Here's why!

DAVIS LETS YOU SEE YOUR WORK — Unobstructed visibility lets you work fast and accurately without having to "feel" your way around concealed objects or depend upon shouts and hand signals for instructions. Both seat and finger-tip controls swing with the boom, so you always face your work.

DAVIS HAS "ALERT" CONTROLS — Boom, dipper stick, bucket, and stabilizer foot respond lightening-fast to your command.

DAVIS GIVES MAXIMUM MANEUVERABILITY — Because of its exclusive flush digging feature, 200° continuous operating arc, and ability to dig at right angles, Davis lets you operate in places inaccessible to other machines. You can often complete jobs in the time it takes other makes to maneuver into position!... **YET DAVIS STILL COSTS LESS THAN MOST OTHER MAKES!**

Davis Loaders and Backhoes are available for all popular models of International, Ford, Fordson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, Minneapolis-Moline, and Work Bull Tractors.

SOLD AND SERVICED EVERYWHERE BY BETTER DEALERS

For the name of your nearest dealers call Western Union by number and ask for Operator 25... or write direct. Please specify make of tractor.



MASSEY-FERGUSON INDUSTRIAL DIVISION
MASSEY-HARRIS-FERGUSON, INC.
1009 S. WEST STREET • WICHITA 15, KANSAS



LAND PLANNING SECTION

A TYPICAL industrial area in Forest Park. Note that between residential area at left, and industrial area at right, there is a buffer area of offices, medical buildings, and the like.

THE MEN who did it: (L to R) L. H. Tucker, Cincinnati Community Development Co.; and Marvin L. Warner, president, G. M. Lockwood, senior v.p., and V. P. Chronis, engineering v.p., of Warner-Kanter, Inc.

They're creating a community . . .

Forest Park, Ohio, is a big development with a big future. It is located on the northern edge of Cincinnati in the center of a booming business area. When it is finished, sometime between 1965 and 1970, its 12,000 families will have more than just homes; they'll have a share in a carefully planned economy based on a built-in industrial development plan.

From the very first, Warner-Kanter, Inc., developers of Forest Park, planned to include light industrial areas; their only problem was how much and what kind. When they emerged from the red tape (no less than six different regional zoning and planning agencies had to pass on each decision) they found they could allocate some 600 acres to light industrial and office parks. Steel plants, chemical works, and other "nuisances" were out, but almost anything else was permissible.

Forest Park proper was started two years ago, but the industrial sections have been under development only about six months.

"Since then," says Warner-Kanter v.p. Charlie Underwood, "we've gotten one plant that will open in March, and we're 90 per cent signed up with a second. There are lots more good prospects, and we think that when the first couple are in full swing, others will come in pretty fast."

Forest Park provides one of those rare instances where everybody benefits from industrialization.

The homeowner lives in a community with a broad tax base. It's hard to project accurately, but it is reasonable to guess that Forest Park will have

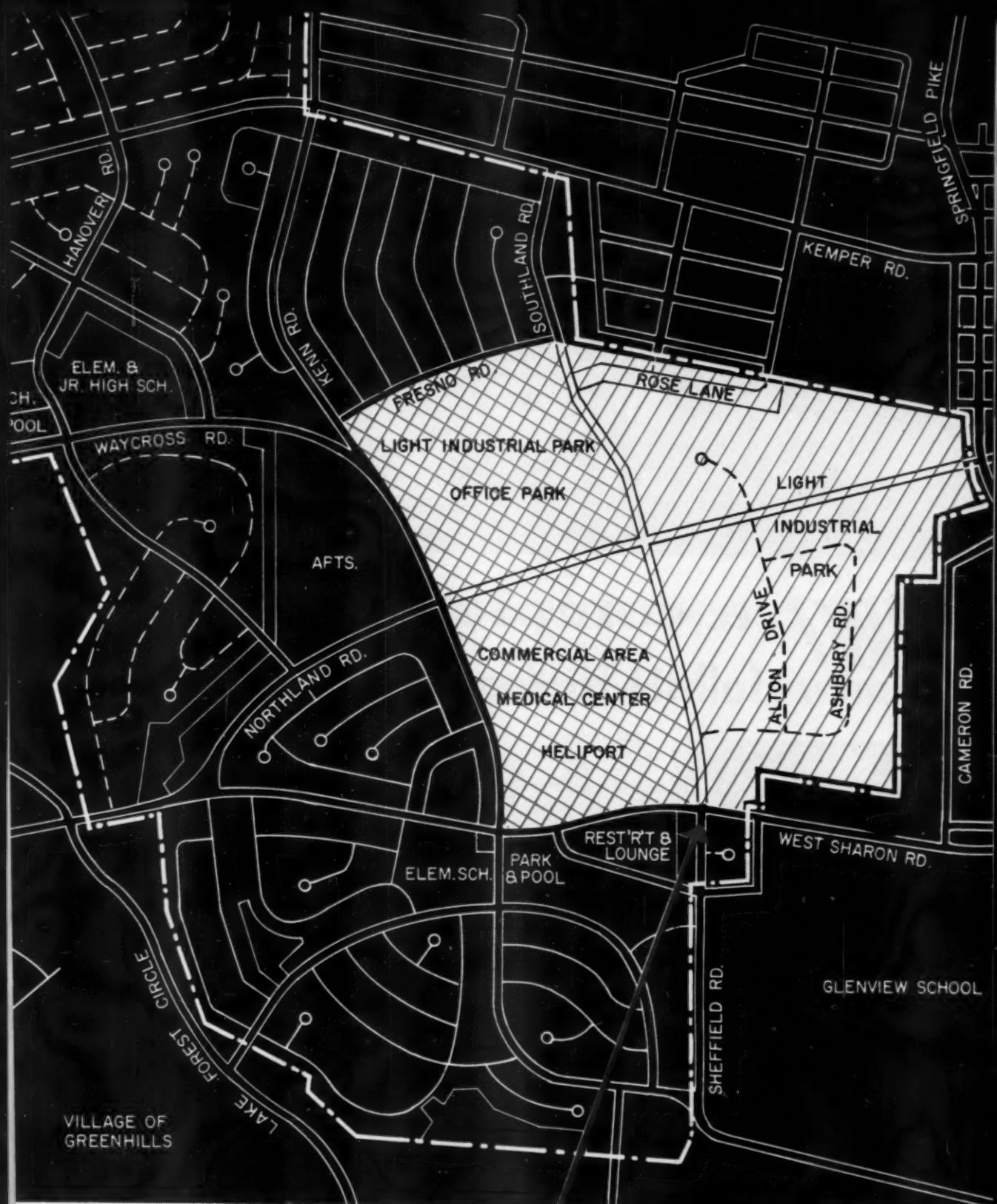
a five to ten mil advantage over comparable towns with no industry. This will mean either lower taxes or vastly superior community facilities, notably schools. Also, for many there will be employment close to home. And for all there will be the benefits that accrue from industry's interest in its home area.

Industry has the advantage of being in the middle of a booming area (Cincinnati, Dayton, Hamilton and Middletown) and in a spot soon to be served by a big new network of highways. They can either lease a Warner-Kanter built plant, or buy the land and build their own. And their employees get a new, progressive community with the best in facilities.

Warner-Kanter benefits both as developers and as builders. The tax and employment advantages mean increased sales for their own houses (about 400 a year), and for outside builders (who are currently buying about 200 lots a year). Every employee who comes in to one of the plants to work is a potential buyer. And the overall income from industrial use of the land should mean better business conditions for the entire area.

Even the neighboring communities benefit, something of an oddity under these conditions. Forest Park is growing up in the same school district as Green Hills, a small town next door. Normally this could prove financially ruinous for Green Hills. Instead, while Forest Park sends swarms of children into Green Hills' schools, it also sends a healthy share of industry-boosted taxes into Green Hills' treasury. Both towns are happy as can be.

. . . that includes



a built-in business future ▲



INTERNATIONAL
Pippin



NOW! a complete new line of full IH factory warranty... quality



10 hp International Cub® Lo-Boy® ...
lowest cost tractor-help you can get for cutting costs on a wide range of the lighter jobs. You'll be amazed at its productive capacity! Loader lifts 6 cu ft or 450 pounds.



23 hp International 130 gives you utility loader service at low cost... holds down your investment for equipment on odd jobs and seasonal needs. Loader can be used in combination with mowers, blades, etc.



35 hp International 330. New and real rugged! Has the built-in 'beef' to handle 1,000 pounds with front-end loader; step up year with choice of heavy-duty backhoes that maintain grades, digging 10 or 12-ft ditches.

6 Power sizes . . . unit-engineered for top capacity at lowest cost

45 hp International 350, with gas, diesel, or LPG engine. Has the built-in brawn to handle 3/4-ton with heavy-duty loader. Three models of heavy-duty backhoes match your job and your pocketbook for lowest cost.

57 hp International 450. Over 6,600 pounds built-in operating weight. Loaders handle 3/4-cu yd buckets, lift 2,000 pounds over 10 feet. Backhoes take bites up to 10 cu ft, dig 12 or 13 1/2 feet deep.

67 hp International 650 diesel gives you trenching capacity approaching that of small power shovels, with wheel tractor economy and mobility. Loads up to 2,500 lb, digs ditches to grade, as deep as 12 feet.





loaders and backhoes service and parts available everywhere

Whether you buy on price, performance, or service—or all three together—you'll find today's best buy in tractors, loaders, and backhoes at your International Harvester Dealer's. The reasons are many...all sound:

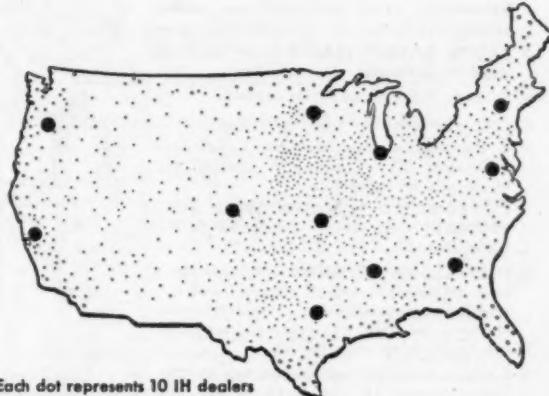
Exclusive high-capacity loader and backhoe designs, manufactured for International Harvester by Pippin and Wagner—recognized leaders in the field.

Fully warranted and nationally distributed by International Harvester Company. Factory-mounting available.

Sizes to match your job most economically—Nine loaders for six power ratings of International® tractors, 10 to 67 hp... five backhoes and backhoe-loader combinations for 35 to 67 hp models.

Exclusive protection against costly down time—Tractor, loader, and backhoe parts stocked by IH Dealers and at all IH parts depots. (see map)

"One stop" sales-service for all your tractor-loader-backhoe needs saves you time and money... see your International Tractor Dealer!

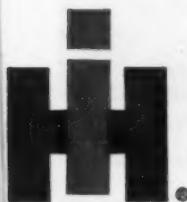


● Each dot represents 10 IH dealers

● IH Parts Depots

No matter where your job is located, you'll find well-equipped parts and service facilities nearby in the hands of a capable, experienced IH tractor dealer and his factory-trained mechanics. His facilities, in turn, are backed by the industry's most extensive network of parts depots.

One of the 5,000 IH Dealers is near you. See him for the tractor-loader-backhoe combination sized and priced to meet your specific job requirements. He'll gladly demonstrate! Financing? Ask him about the IH Income Purchase Plan.



SEE YOUR
INTERNATIONAL HARVESTER DEALER

International Harvester Products pay for themselves in use... Farm Tractors and Equipment... Twins... Commercial Wheel Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois

**R. BUILDER: Now you can
STOP PASSING THE BUCK!**

NEW with the
kewanee
"UNI-FORM"
**COMBINATION STEEL BASEMENT
WINDOW WITH . . .** INTEGRAL POURING
FORM BUILT-IN BUCK

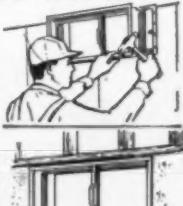
KEWANEE'S FINEST
WINDOW

WINDOW WELL
ATTACHMENT

PAT.
PENDING

Save Dollars in "Installed Costs!"

• **ONE MAN** Rapid INSTALLATION—lightweight, easily positioned and nailed to concrete forms.



• **STOPS LABOR WASTE**—no steel or wood bucks to strip, clean and haul.

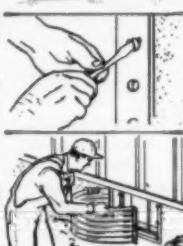
• Properly installed, no lintels needed.

• Ends expensive call-backs, finishing problems.

• 3 standard window sizes in 3 full wall thicknesses 8", 9" and 10". Special wall thicknesses on request.

CORRUGATED WINDOW WELL (OPTIONAL)—Specially designed to fit UNI-FORMS.

• **INSTALLS IN SECONDS**—All you do is back-off screws in face of window frame . . . position corrugated well . . . tighten screws. No need for studs, concrete nails, lag bolts, etc. Screw driver does the job.



• 6 standard corrugated window well heights, 12" through 36" in both round and straight types.

**OTHER KEWANEE
BASEMENT WINDOWS**
Standard • Master • Aluminum
(All available in both putty and
puttyless types.)

Packaged Window Putty Glazed.

See your dealer today . . . or write to

KEWANEE MANUFACTURING COMPANY

258 Rempel Ave., Kewanee, Illinois

NAME _____

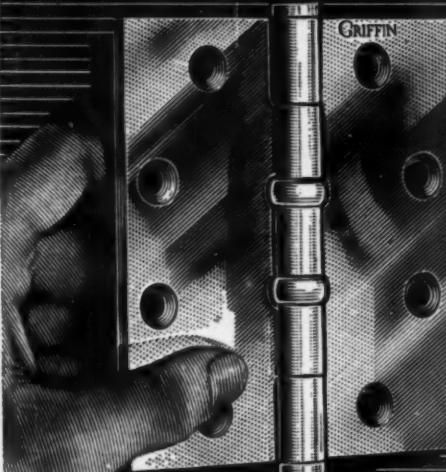
FIRM _____

ADDRESS _____

CITY _____

STATE _____

GRiffin HINGES



GRiffin

For handsome appearance during life-long hinge performance. A full line of top-quality butts in all popular finishes.

Well-built homes deserve fine hardware. Why not install Griffin hinges?

GRiffin MANUFACTURING CO., ERIE, PA.
SINCE 1899

Long on Quality . . . Short on Price!

Evans L-O-N-G WHITE-TAPES

25 50 75 100 FOOT LENGTHS

50 FT.
ONLY
\$4.98

**Built-In
HANDY
HOOK-RING
COMBINATION**

For easy one-man measuring. Comes with every Evans Long White-Tape as a standard feature . . . you pay not a penny more!

**A FINE-QUALITY PRECISION
MEASURING TOOL**

- Snow-white Bonderized steel blade
- Sharp jet-black precision markings — for clear, easy reading
- Heavy leather-grained cover . . . of moisture, scuff and stain-resistant DuPont Vinyl
- Stainless steel edge band
- Double roller mouthpiece, recessed crank, winding reel . . . all heavily chrome plated for rust resistance, handsome appearance
- FREE plastic utility case
- Unconditionally guaranteed

At Your Hardware Dealer — Now
Evans RULE CO. Elizabeth, N.J., Montreal, Que.

© 1958



"We'd be sunk without our John Deere CRAWLER..."

SAYS FRED WHIPPLE
ROWAYTON, CONNECTICUT

IN every step of house construction, two Connecticut contractors—like hundreds of others across the country—saved time, and money, with their versatile John Deere Crawlers.

When the above picture was taken, Fred and Walt Whipple of Rowayton, Conn., had a contract for the basements and grading of 103 houses in the 90-acre Amhurst Development near Stamford, Conn. "We'd be 'sunk' without our John Deere," said Fred Whipple. "Our larger crawlers are too heavy to grade over septic systems, but the John Deere comes and goes as it pleases. We can do a good job of grading with it, too. It'll work right up against the house or close to any trees left on the lot."

Roy Varian of the Varian Construction Company, New Canaan, Conn., has a similar success story to tell: "I've built seven houses since I bought my John Deere Crawler and I've elim-

inated the expense of hiring someone to do my digging, which normally cost from \$500 to \$1,000 per job. My maintenance cost has been next to nothing."

Besides digging basements, Mr. Varian installs septic systems and does all his own grading. "This outfit is made for installing septic systems," he said. "I can dig a pit for a 1,000-gallon tank, dig trenches for 200 feet of drainage field, fill with 12 to 15 yards of gravel, then backfill and finish grade the whole area—all in one day."

All over America, John Deere industrial tractors—crawler and wheel-type—are cutting costs in every step of house construction from digging foundations to final grading. Get acquainted with their powerful advantages now.

ask about the
JOHN DEERE
CREDIT PLAN

See Your Nearest John Deere Industrial Dealer



JOHN DEERE
Industrial
Tractors and Equipment

Backed by nearly
40 years of tractor
manufacture for
dependable service
and quality.

Send for FREE LITERATURE

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Please send me your latest literature on the John Deere Crawler Tractor and Working Equipment. Include name of nearest dealer.

Name _____

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SAFE • SPEEDY • DEPENDABLE

Derricks

For every contractor's need—Stiff-Leg, Guy Line, Setter, A-Frame, Pole and Tripod, Roofers' Circle Swing Derricks... hand and/or power operated. Proved performers on every type of job. Safe and dependable.



PROVED IN SERVICE

Sasgen-

Hoists

Made to fit your requirements—large or small. Complete units, like the Liftomatic, which reaches up to 90 ft., carries 1200 lb. load with electric or gasoline power—or Contractors' Drum Hoist Units, single or double drum, with capacities from 500 to 5500 lb. single line pull. Optional power.



Winches

From U. L. approved safety scaffold winches to heavy-duty hand-powered winches that will take from 400 to 40,000 lb. loads, Sasgen has a complete line to handle your job quickly and safely. You can't buy a better winch!



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PLASTER AND
MORTAR MIXERS
5 sizes 2 to 12 Cu. Ft.
Electric or gasoline.
Powered by 1/2 to 1
horsepower, disc
clutch on larger.

**MULLER
MACHINES**



3½ Cu. Ft.
NON-TILTING
CONCRETE MIXER
Drum 36" dia x 27"
wide B & S Air-cooled
engine 45 Hp. at
2700 RPM

CONCRETE MIXERS
TILTING TYPE
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POWER TROWELS
24", 29", 34", 44" dia.
B & S Air-cooled en-
gines. Clutch and
speed controls on
handle.

**cost less
last longer
and produce more**



Low price, low maintenance cost and high output are combined in Muller Machines. Three major factors contribute to these qualities—seasoned experience (fifty years), specialization, and careful selection of materials and parts.

Ask for prices and name of local dealer.

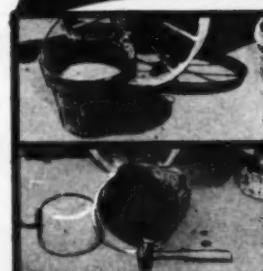
MULLER MACHINERY COMPANY, INC.
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FORTEX

Reinforced Molded Rubber Fabric

BUCKETS and PAILS



ALL THESE FEATURES!

✓ Practically indestructible
... Made of reinforced
rubber and fiber —
strong metal handle
reinforced at joints.
Lightweight!

✓ Can't dent, break, leak,
rust, crack, ding!

Resists acid, sea water, soap,
grease, alkali corrosion. Mold-
proof!

Not affected by cement, lime,
plaster, paint, chemicals, in-
secticides, sprays, disinfectants,
preservatives. Overnight sedi-
ments loosen quickly—without
damage!

Graduated for measuring mixes
and liquids!

Extreme heat and cold will not
harm.

Fully guaranteed!



No more ruined pails! With
Fortex pliable buckets and pails,
cement loosens with just a tap
of the hammer. More and more
construction men are asking for
them.

Standard Pail

—10 qt.

Heavy Duty Bucket

—12 qt.

Write for literature and
name of nearest dealer.

**CAUCHOTEX
INDUSTRIES, INC. AB-2**

44 Whitehall St., New York 4, N. Y.

All New and Great for '58

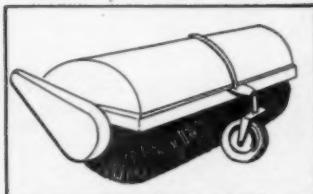
for **ADVANCED DESIGN**
in earthmoving and
material handling equipment . . .



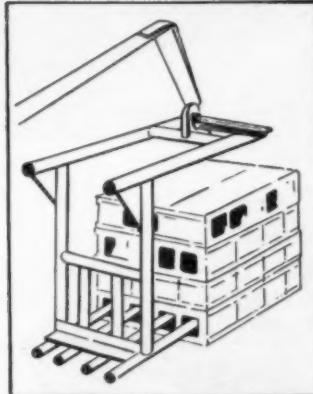
HENRY has it!

LABOR-SAVING HENRY LOADER
ATTACHMENTS INCLUDE . . .

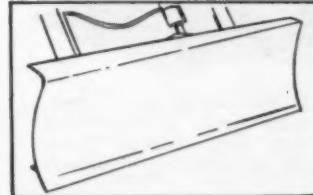
THE STREET BROOM



THE STRATO-BOOM



THE BACKFILL BLADE



Right out of the future to meet modern construction demands for equipment . . . comes a complete new line of HENRY loaders and tractor shovels. Here is the line that's tailor-made to fit any job easier . . . quicker . . . and more economically.

Field tested and ready to go to work for you with a host of labor-saving attachments . . . HENRY loaders and tractor shovels can make you more by saving you more money.

Ask any HENRY equipment owner or operator in your area about HENRY dependability and reputation for building equipment to do the job! Then when you see and buy HENRY . . . you'll agree—
**FOR TAILOR-MADE LOADERS AND TRACTOR SHOVELS . . .
HENRY HAS IT!**

OTHER ATTACHMENTS TO FIT ALL HENRY LOADERS AND TRACTOR SHOVELS ARE . . .

MATERIAL BUCKET
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SNOW BLADE

HOISTING CRANE
SNOW BUCKET

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HENRY

MANUFACTURING CO., INC.
TOPEKA, KANSAS



"YOU CAN DO IT BETTER WITH A HENRY"

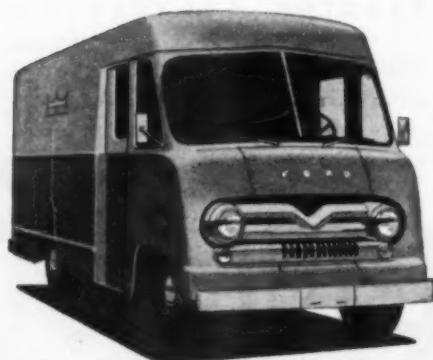
FORD TRUCKS

...and the new



'58 FORD TILT CAB—Lowest tilt cab prices in America by hundreds of dollars . . . based on a comparison of factory-suggested list prices! Medium Duties from 18,000-lb. GVW to 32,000-lb. GCW. Other models up to 65,000-lb. GCW.

'58 FORD STYLESIDE PICKUP. Modern, extra-wide body is standard at no extra cost. 6½-, 8-, and 9-ft. bodies. Conventional Flareside box available. Six or V-8 engines.



FORD PARCEL DELIVERY CHASSIS (P-350 shown) are available in windshield-front-end or stripped-chassis models for your choice of modern custom-built bodies. Four P-Series chassis with GVW's up to 17,000 lb. for bodies with 250- to 525-cu. ft. capacities.



FORD F-100 CUSTOM PANEL features roomy, all-steel, fully lined body. A big 158 cubic feet of loadspace and wide rear door opening easily accommodates bulky articles. Its 110-inch wheelbase makes it highly maneuverable in traffic.

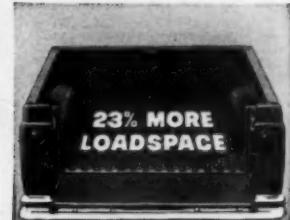
COST LESS— '58s prove it

A Ford truck is designed to cost you less from the day you buy it to the day you turn it in! Ford leads with the features that mean dollar savings.

There's first cost. Many Ford trucks are priced substantially below competitive models—frequently hundreds of dollars less! And resale value is traditionally high. *There's engine economy.* Only Ford offers Short Stroke power in both Six and V-8. *There's reliability.* These new '58s are built to last. Independent insurance experts prove Ford trucks last longer. They're money-savers to the end . . . see your Ford Dealer.



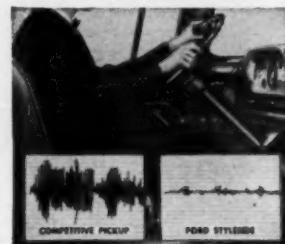
FORD MEDIUM DUTY TRUCKS (F-600 shown) available with 9- or 12-ft. stake bodies, offer wide choice of modern Short Stroke power, V-8 or Six. 1½- or 2-ton models with GVW's from 15,000 to 19,500 pounds. Fully automatic Transmatic transmission available.



NEW CAPACITY! Extra-wide pickup body has 23% more loadspace than any competitive half-ton pickup!



NEW EASY SIDE LOADING . . . plus smarter styling in a truly modern pickup body, standard at no extra cost.



NEW EASY RIDE! Impact-O-Graph tests prove Ford pickups give you the smoothest ride of any half-tonner!



NEW ECONOMY! 139-hp. Six has improved carburetor for up to 10% greater gas mileage. Also Short Stroke V-8 available.



NEW COMFORT, SAFETY! Driver's cab has suspended pedals, inboard step and Lifeguard steering wheel.

The Carlton Sink Illustrated (Catalog No. 2132) is one of more than 50 different sizes and shapes available.

When you specify

CARLTON STAINLESS STEEL SINKS

you get these advantages!

**Permanent
Sparkle Finish**

An exclusive Carlton Finish Luster that actually improves with use. Here is everlasting beauty that will be a joy forever to the homeowner.

**No Peeling
or Cracking**

Stainless steel is one of the most enduring metals ever developed. Has twice the tensile strength of ordinary steel. First cost is last cost.

**Right Angled
Flanges**

This special feature appeared first on the Carlton Sink Line, adding rigidity to the top flanges. Does not interfere with speedy sink frame installation.

**So Easy
to Install**

Carlton Sink Bowls come in standard sizes and require no custom fitting. Old sinks can be easily replaced. "Hinged" type rims available for all bowls.

**Matches Any
Color Scheme**

Stainless steel reflects colors and harmonizes with any kitchen decor. A stainless steel sink is the perfect companion for the new built-in stainless steel ranges and ovens.

**Reduces Noise
and Clatter**

Carlton's special rubberized under-coating sound-deadening is effectively applied to reduce kitchen clutter. Converts garbage disposer growl into a gentle purr.

**Will Not Rust
or Stain**

Stain resistant to all known food acids. No chance of rusting, of course. A damp cloth or your favorite cleanser quickly and easily restores the lovely sparkle finish.

**No Seams
or Crevices**

Seamlessly stamped from a solid sheet of proper thickness stainless steel. Never a seam or crevice to catch dirt or bits of food. Rounded corners are easy to clean.

**Greater Bowl
Capacity**

Carlton's extra bowl depth and perpendicular wall design provides greater water capacity. A Carlton twin sink bowl (32" x 21" size) will hold more than 2 additional gallons.

**Extra
Resilience**

Stainless steel, more resilient than porcelain steel or enameled cast iron, is kind to dishes. Less chance of breakage and wear chipping. Silverware is safer.

**Properly Packaged
for Shipping**

Every Carlton Sink individually packed in strong, well-padded cartons to insure safe arrival at job site. Each carton is identified with contents for easier stock keeping.

**Watertight
Pressure Strips**

Each Carlton Sink comes with 4 proper length watertight strips to simplify installation. When used, as indicated, they spread lug bolts, insulate and prevent-squeaking sink flanges.

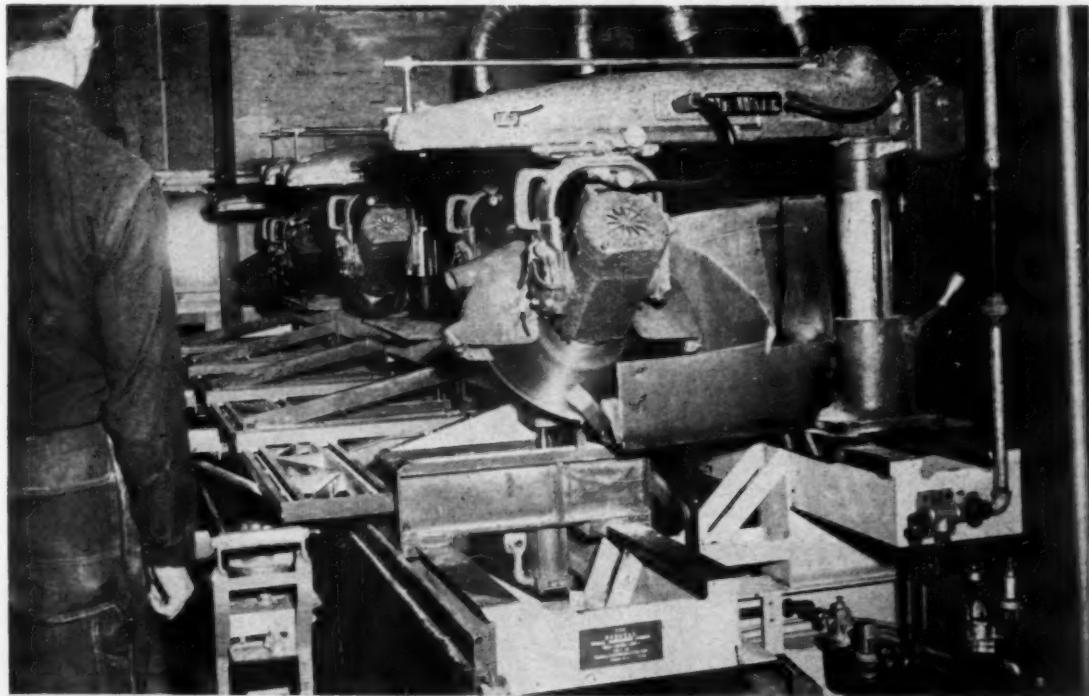
Send for our New Illustrated Catalog No. 255, and the name of our nearest distributor. Carrollton Mfg. Co. (Sink Division), Carrollton, Ohio.



"We give this seal to no one—the product that has it—earns it."

CARLTON
STAINLESS STEEL
SINKS

The bright spot in any kitchen—costs not a penny more!



THIS GANG of five radial saws is making short work of a rafter. Air cylinders operate both the saws and

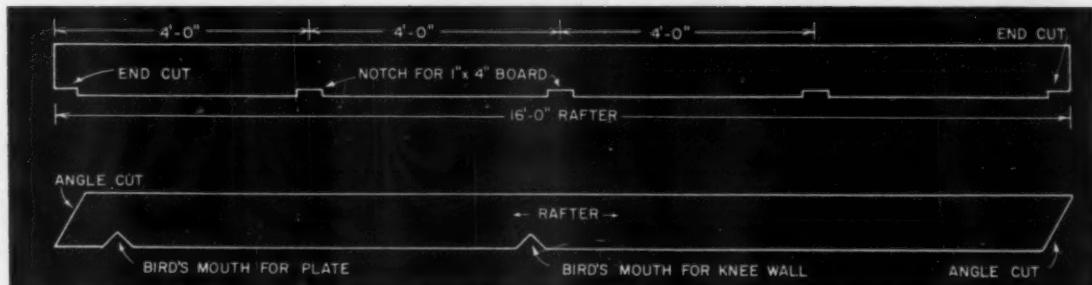
the holding jig. Indexing is to the top of the work rather than bottom so lumber variations don't matter.

A time-saver from a prefabber...

Here's a lesson in prefab production that the assembly-line minded builder can adapt for field use. In the plant of Ivon R. Ford, Inc., the saw rig shown above spits out the compound-cuts below as fast as you can read this sentence.

The saw arms are mounted on adjustable bases which in turn are attached to the table. The table itself can be quite simple, or, where high automatic production is desired, a highly engineered unit like the one shown here.

...that speeds up jobs like these



TYPICAL GANG JOBS are ceiling joist, top, and rafter, below. Joist requires five dado heads, the end ones

combined with cutoff saws. Rafter takes two dados (one bird's mouth is for knee wall) and two saws.

NEW member of the STYROFOAM® family...



A snap to use! Only Scorbond offers this exclusive "snap-off" feature: No saws, knives or other cutting tools are needed. Simply snap to required width.

SCOR



BORD

TRADEMARK



**Cuts fitting time as much as
80% in foundation perimeters and
cavity walls**

There's a brand spanking new member in the Dow family of plastic foam insulations. Its name is Scorbord* and it offers all the advantages of the very best insulations on the market—plus some exclusive features of its own!

SCORBORD is designed to speed construction and cut labor costs. Big 2-foot x 8-foot boards make the work go faster—and they're light weight, easy to handle. Clearly marked pre-scoring at strategically located intervals make it possible to snap off a piece to almost any desired width. This exclusive feature reduces sawing and cutting to a bare minimum. Saves time and effort in any installation. And Scorbord is approved by the F.H.A. for perimeter insulation.

Here are some other important facts about Scorbord: It provides *permanent* insulating efficiency. It effectively resists water, water vapor, rot and deterioration. It has no food value to attract rodents and other vermin. Scorbord has an unusually high compressive strength (over 2,000 lbs. per sq. ft.), although it weighs less (3.3 oz. per sq. ft.) than any other commonly used rigid insulating material.

This unique insulation is designed specifically for use along the edges of concrete slabs or foundations and in cavity walls. These are the areas where the advantages of Scorbord, such as imperviousness to moisture and permanent insulating efficiency, are most needed.

Scorbord was developed by the manufacturers of Styrofoam*, the insulation that has had outstanding success in both the low temperature and the comfort insulation fields. All the experience gained by Dow in more than a decade of working with Styrofoam is represented in every board foot of Scorbord!

*SCORBORD and STYROFOAM are trademarks of The Dow Chemical Company.



Architects and Builders—For more information about Scorbord or for copies of this informative descriptive booklet, write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. PL1928E.

YOU CAN DEPEND ON



HOME OF THE GREEN BAY PACKERS

uses KOHLER plumbing fixtures and fittings



New City Stadium, Green Bay, Wisconsin, dedicated Sept. 29, 1957.



KOHLER
Metro
FLUSH VALVE

The new city stadium is one of the many large-scale public and commercial building projects to choose Kohler plumbing equipment for quality, design and serviceability.

Included in the plumbing installation are Metro piston type flush valves for the closets, all of which are wall hung. Made entirely of brass, chromium-plated, the Metro is durable, simple to operate, easy to maintain, mischief-proof.

Light pressure on the handle from any angle trips the valve. A surge of water through the passageways an instant before each flushing removes foreign particles and insures prompt, thorough cleansing. Length of flush and water volume are regulated by easily accessible screws. Action cannot be prolonged by continued pressure. Cap and flush handle are sealed with O-rings. Available with or without vacuum breaker.

KOHLER CO. Established 1873 KOHLER, WIS.

KOHLER OF KOHLER

Enamaled Iron and Vitreous China Plumbing Fixtures • Brass Fittings • Electric Plants • Air-cooled Engines • Precision Controls

"American LUSTRAGRAY glare reducing glass has home owner appeal by providing maximum viewing pleasure from the interior and greater privacy from the exterior"

— says **Charles C. Richardson**, general contractor, San Diego, Calif. His large home, shown here, was designed by Domingo Martinez.



As Contractor Richardson can tell you, this neutral gray-tint sheet glass makes homes more salable because it:

- Reduces sun glare 50%, minimizing eyestrain and fatigue
- Reduces heat transmission
- Provides exterior privacy and interior "clear glass" vision
- Makes permanently attractive appearance
- Is economical

AMERICAN LUSTRAGRAY is available through more than 500 glass jobbers. See classified phone book. Thicknesses: $\frac{3}{16}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ". Maximum size: 6' x 10'.

Photo from interior. Open space between sliding glass doors shows sun glare. LUSTRAGRAY glazing reduces sun glare, sharpens view.

Photo from exterior indicates LUSTRAGRAY glazing throughout, including jalousies. Residence covers 4,000 sq. ft.



american
WINDOW Glass COMPANY
PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANNETTE, PA. • OKMULGEE, OKLA.



On small apartment buildings like this hoisting machines like this reduced

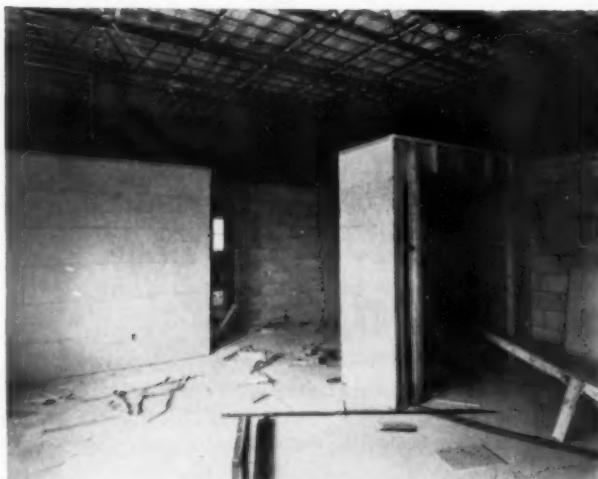
If you're putting up buildings with ramps the way Egyptians built pyramids, you are wasting time and money.

Mechanization may be the time-saving answer to your operation.

Before deciding that it will work for you, you must first sit down with pencil and paper the way Cincinnati builder James K. Ulrick did. He was considering renting a Hoistower to use for the third level of an apartment building he had under construction.

He had just completed an identical building. It was during the construction of the third level of the first building that his bricklayers complained of the slow delivery of materials. Five hod carriers tramped up a ramp that took two men a full day to erect. Total construction time for third level of building: 37 man-days.

On the second building, third level, time was reduced to 13½ man-days. The hoist rental was \$100 which was a small price to pay for time saved.



INTERIOR construction view shows the substantial building material that had to be transported to the third level. The building will house 11 deluxe dwelling units of one- and two-bedrooms.

SAVER FOR THE MONTH OF FEBRUARY

WHAT ↓

↓ HOW



TO ERECT HOIST: turn on motor, throw out clutch. Hoistower is self-erecting and rises as wheels retract to its 45' unloading height.

THREE-LEVEL apartment building built by Ulrick is one of two he constructed in Cincinnati. He found hoist a valuable help.

costs by 66% ➤



"AS BRICKLAYERS moved around the building," reports builder Ulrick, "we moved Buck portable hoist to where they were working."



HOISTING MACHINE reduced man-days from 37 to 13½ on third level of second building Ulrick built. Third level of first building was built by carrying building materials up a ramp.

NOW! FOR ALL SIDINGS...

MAZE

STORMGUARD

COLORED[®] **NAILS**



**TO MATCH ASBESTOS,
INSULATING AND
CEDAR SHAKE SIDING!**

FOR SIDINGS—F.H.A. requires a hot-dipped type zinc coated nail ... Maze STORMGUARDS are strong steel nails hot-dipped twice in molten zinc! Now available painted to match modern colored sidings.

- ✓ **NO SHINY NAIL HEADS** — Maze colored nails have checkered heads to break up light reflections ... hold paint!
- ✓ **COST FAR LESS PER NAIL THAN ALUMINUM ... DRIVE AND HOLD BETTER!**

**SOLD IN HANDY 50#
BULK OR 5# CARTONS**



(Bulk cartons have
sturdy inner box
... can be used by
extra workmen.)

11 STOCK COLORS

M-2 WHITE	M-18 TAN
M-23 GREY	M-21 LIGHT BROWN
M-5 LIGHT BLUE	M-22 DARK BROWN
M-10 LIGHT GREEN	M-14 CORAL
M-12 DARK GREEN	M-26 RED
40 OTHERS ON REQUEST	

ANCHOR, BARBED, SPIRAL AND PLAIN SHANKS

S-214A ASBESTOS SIDING ANCHOR-SHANK FACE NAIL

S-245 INSULATING SIDING BARB-SHANK NAIL

S-235A CEDAR SHAKE ANCHOR-SHANK FACE NAIL

WRITE FOR FREE COLORED NAIL SAMPLES:

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



IT PAYS TO BUY MAZE

W. H. MAZE COMPANY

PERU 3, ILLINOIS

Cut Dry-Wall ceiling installation costs 25%

Gyp-C-Jack makes dry-wall ceiling installation easier and faster. Hoists and securely holds panels for nailing. Gyp-C-Jack gives workmen complete control and assures truer alignment. Eliminates panel lifting and holding. Saves time and labor.

Lifts and holds 1/2" x 4' and 16' panels. Extends to 9'0", contracts to 6'0". Mounted on 21" x 21" base with creeper casters for easy moving.

**FULLY
GUARANTEED**



For prices and complete information write to:

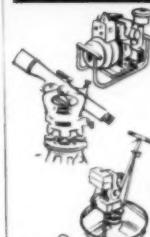
GYPSUM CEILING JACK CO.

967 2nd Ave SW

Cedar Rapids, Iowa

Pat.

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New, modern power equipment like Generators, Power Trowels, Transit Levels — can be yours to USE while you take . . .

UP TO 12 MONTHS TO PAY!

FREE! Full details on the new Pay-As-You-Build plan that lets you pay for new power equipment while it makes profits for you! Send for your free copy of this booklet! Write today!



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**Set your levels and grades
the easy LEVELALL way!**

The LEVELALL is a one man instrument requiring no skill to use. Accuracy superior to that of a transit. LEVELALL can even set grades underground, or around corners!!

The LEVELALL is unconditionally guaranteed to be top quality and to satisfy your leveling needs — we will accept for full credit any unit returned to us within 60 days of its purchase. How can you lose — precision results, guaranteed savings, low price — or your money back!! You'll never regret filling out the coupon.

LEVELALL, 83B, Webster St., Rockland, Mass.

Mail me 75' Deluxe LEVELALL @ \$13.75. Regular 50' model
 \$10.75. Ship postpaid full price enclosed. Ship C.O.D.
 Please send free booklet, "On the Level."

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Street _____

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*worthy
of the
name*

**POPE &
TALBOT**

Thicknesses: $\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{8}$,
 $\frac{1}{2}$ and 1-inch.
Standard sizes: 4x8, 4x4,
and 4x2 ft.
Special sizes on order.



what goes UNDERNEATH



makes the big difference in flooring, too!

NEW UNDERLayment HAS FINISHED-FLOOR SMOOTHNESS

Pope & Talbot announces a new particleboard engineered to meet the requirements of floor covering manufacturers. This underlayment material, drum-sanded to precision tolerances, has *finished-floor smoothness*. No more contractor call-backs. New Pope & Talbot particleboard *cannot* telegraph: there's no wild grain pattern; nothing to disturb the perfect smoothness of the finished floor.

Panels remain flat and true. They're easy to handle, easy to work, with no voids or defects to patch. Tile and linoleum bond securely. And Pope & Talbot particleboard often costs *less* than any other kind of underlayment. Ready for immediate shipment.

CALL YOUR SUPPLIER, OR WRITE FOR FURTHER INFORMATION



saw it / machine it / drill it / veneer it / nail it / glue it

3020 Northwest Front Avenue, Portland 10, Oregon

POPE & TALBOT INC.

manufacturers of particleboard and Flakeboard / forest products since 1849

Oot's 'Idea House' promotion sells out in five weeks

Some 23,000 people turned out the first weekend Oot Bros. opened its tract in East Syracuse, N.Y., last season. Five weeks later 62,000 had visited the models and bought all of the 123 houses for sale.

The campaign was centered around promotion of the *Better Homes & Gardens* "Idea House" which Oot contracted to build in conjunction with the magazine. Like all homes built by Oot, the house was flexibly designed for tailoring to the wants of each cus-

tomer. The buyer can change partitions (if they are not stress-bearing), doorways, flooring, etc., provided these changes comply with VA and FHA requirements on file.

To generate the high volume of traffic it got, Oot put a kingsize charge into its promotion. Powerful help came from suppliers. Altogether, Oot spent some \$21,000 for advertising, got back nearly \$7,000 in cooperative advertising allowances. This covered newspaper, radio, TV, 22,000 plan books.

Television spots (via WHEN-TV) featured such angles as "garbage-free community" (disposal in every home), adequate wiring (first builder in the area to receive the adequate wiring seal from the power company). Fifteen-minute radio programs, "The Builders Show" (WHEN), were begun for this drive and, according to Oot sales manager Floyd Blair, "were so successful that they have been continued every Saturday morning at 9:45."

Idea of the Month

How to make your sales office a miniature home show

You know the feeling you get when you see a set of electric trains. You want to get your hands on that throttle and run the show yourself.

Miniature scale model houses seem to have the same effect on grownups, and a number of builders are using them successfully in their showrooms.

It's part of the growing trend to give prospective buyers more information about the houses they're buying. And since more people today want to see what they're getting before they plunk down their earnest money, builders are using every device to show them.

In Detroit Edward Rose & Sons has even replaced the usual architectural elevations with these realistic scale models (see illustrations). "The buyer," explains a company spokesman, "thus gets a clearer personal conception of the different elevations."

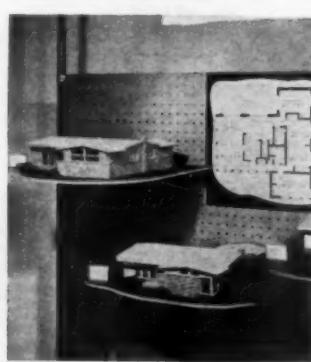
The models cost little more than wash renderings, says Rose sales director D. E. Munro. In a typical basement display the models, mounted on shelves and grouped around floor plans, take up an entire wall. The other walls contain institutional exhibits featuring the brand-name products used in Rose homes.



BASEMENT showroom of Edward Rose & Sons helps sell with . . .



... brand-name displays . . .



... and scale models.

No. 7 of a series . . . File but don't forget

200

YOUNGSTOWN KITCHENS Dishwashers & Disposers add special rent-appeal to Denver's new 100 unit Lanai apartments

Jim Stalder, Builder, Reports Each Luxury Apartment Boasts a Big 30" Jet-Tower Dishwasher and Food Waste Disposer

"It costs no more to equip your kitchens with the best," says Mr. Jim Stalder, leading Denver builder. "We knew we'd have a kitchen no woman could resist at any rental when we added the Big 30" and the trouble-free Food Waste Disposer to our kitchen plans."

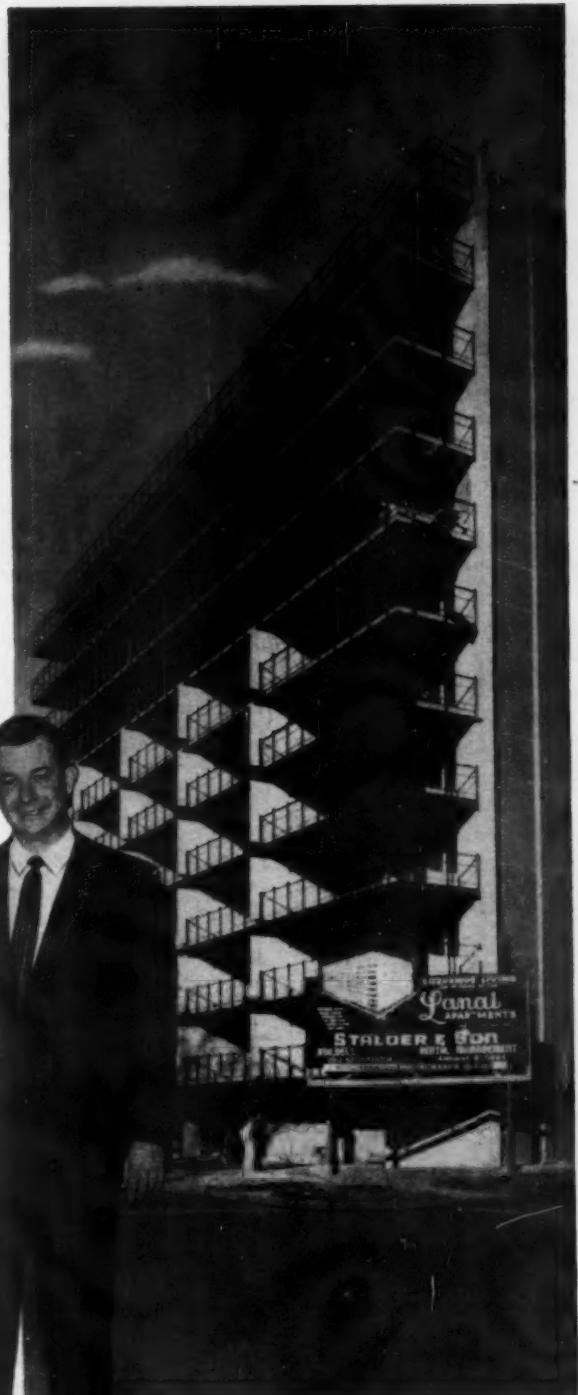
Mr. Stalder is right. Women across the country know the Youngstown Kitchens Jet-Tower Dishwasher, washes more dishes faster, easier, cleaner than any other method. Consistant national advertising programs pre-sell this handsome full-capacity unit. Available in undercounter or work-level models, in four kitchen-matching colors. Why not look into this kitchen selling feature now...



Also, check on the added advantages of the super-silent Food Waste Disposer, made by Youngstown Kitchens for easy, quick installation in any cabinet sink. Sealed-in motor and 5-year parts warranty assure satisfaction.



AMERICAN-Standard
YOUNGSTOWN KITCHENS DIVISION



Builder Information Dept. #AB-28
American Standard,
Youngstown Kitchens Division, Salem, Ohio

Please send me complete information and details
on your 10-Point Home-Selling Program available
to builders.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



Test continues through the night: After twenty-four hours of on-the-job service, the saw was still in top operating condition. It was then put on laboratory testing machine to continue this grueling ordeal for another 6 days and nights. Entire experiment was under impartial supervision of the United States Testing Company, Inc.,* a leading independent laboratory. *Report No. 37135, Nov. 27, 1957

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World's Largest Maker of Electric Tools



Find Your B&D
Supplier in
'Yellow Pages'

Look under "Tools-Electric"



10:05 A.M. The test begins. Making a variety of cuts, the Black & Decker Saw will get rugged, continuous on-and-off use in 2" lumber.



4:00 A.M. It's 18 hours since the test began. The Black & Decker Saw has used 10 blades and has cut over 4,000 feet of lumber so far. Technicians will spell each other to keep up the steady pace.



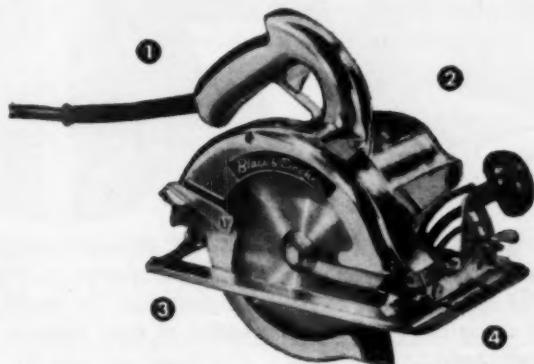
8:30 A.M. Over twenty-two hours of work and a third shift of technicians. The B&D Saw is as fresh as a daisy although it has used 13 blades to this point.

7-DAY TORTURE TEST PROVES B&D SAW TOO TOUGH TO BEAT!

How would you get an unbiased check on your saw's performance? Black & Decker called in United States Testing Company, Inc., Hoboken, N. J., and told them to give their saw a torture test!

Hour after hour, day and night . . . for one full week — a Black & Decker Saw was tested continuously. The saw made angle cuts, rip cuts, cross cuts and other cuts typical of normal operation. Every part was subjected to more wear and tear than most saws ever get in a lifetime of use.

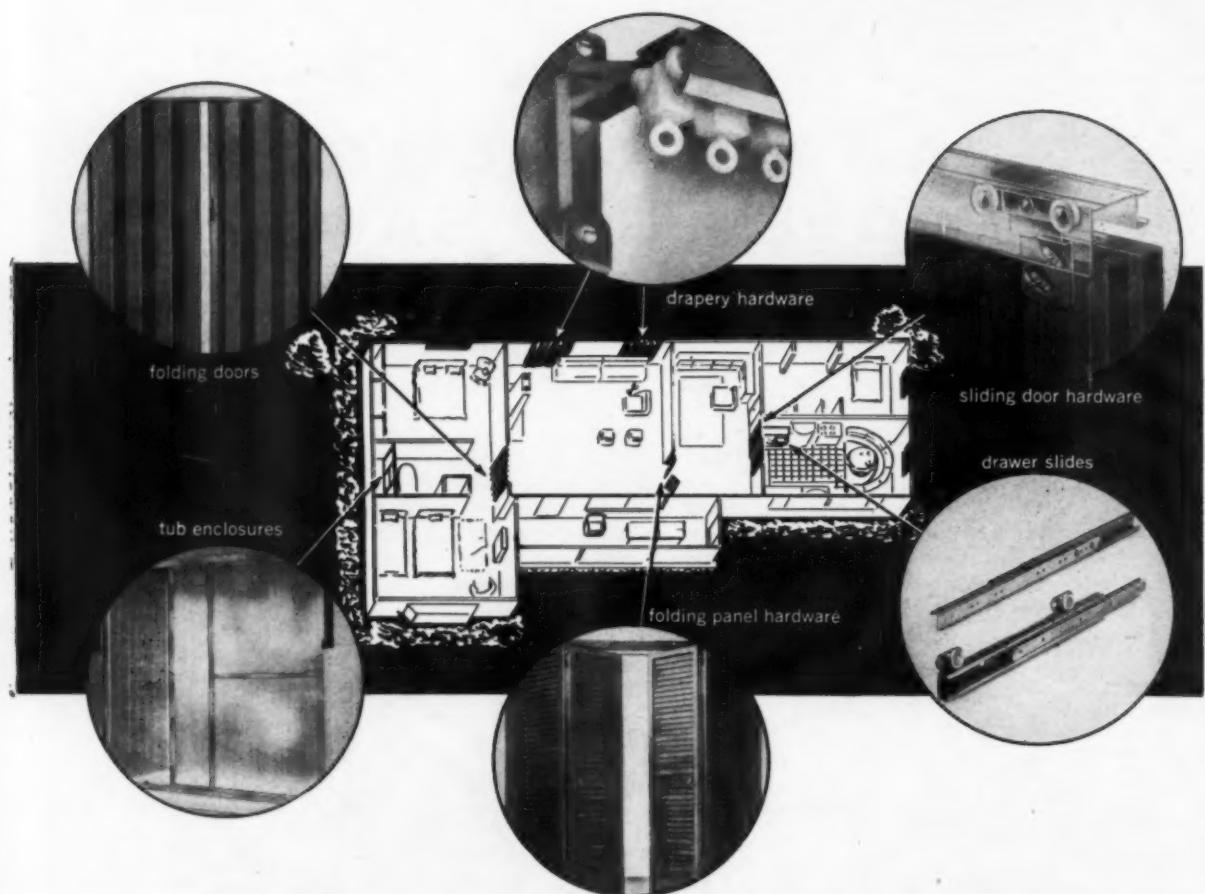
And the saw stood up! After seven days and nights, the motor, switch, gears and every other part of the saw itself were found to be in perfect condition. And this was after the equivalent of cutting $7\frac{1}{2}$ miles of 2" lumber with no let-up, no chance to cool off! Here is proof of Black & Decker quality . . . why we say Black & Decker Saws are tough enough for any job — and the builder's best buy! THE BLACK & DECKER MFG. CO., Dept. H-102, Towson 4, Md.



1. EASIER HANDLING—Lightness and balance, easy adjustments, safety features give better control in the wood.
2. MORE POWER—Cool running B&D-built motor is custom engineered for abundant power on tough sawing jobs.
3. PROVED RUGGEDNESS—Your Black & Decker Saw is built to last for years of dependable sawing. Unsurpassed B&D quality!
4. BETTER VISIBILITY—Exclusive picture-window view insures line-of-cut accuracy.

GRANT

throughout the house



FOR COMPETITIVELY PRICED, QUALITY SLIDING HARDWARE... YOUR ONE SOURCE IS GRANT
... in every room... wherever sliding hardware is required, your best move is to Grant. For Grant Sliding Hardware is designed and constructed to give the highest value, the longest service and the greatest possible cost economies. All Grant sliding hardware is guaranteed and all Grant products will perform efficiently and well, keeping your home buyers happy.



Write for your copy of the award-winning Grant Catalog.

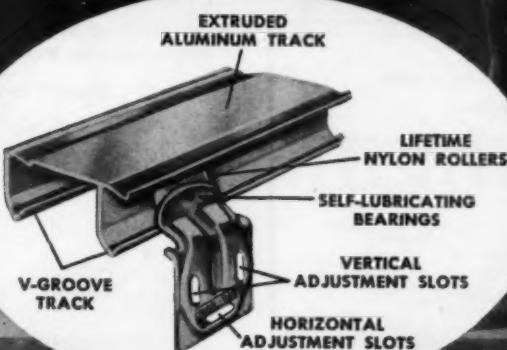
GRANT PULLEY and HARDWARE CORPORATION

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SLIDING DOOR HARDWARE • FOLDING DOORS • DRAWER SLIDES • DRAPERY HARDWARE • TUB ENCLOSURES • PULLS • POCKET FRAMES • SPECIAL SLIDING HARDWARE

**H-m-m-m-m
So smooth
All Roll...No Rock**



Versatile HAR-VEY Sliding Door Hardware lets people feel the difference in a quality home...

Sliding doors are the most "tried out" item by the home-maker in a new or model home . . . and they like doors that always respond smoothly and quietly to the most gentle touch. Doors are one of the few items they can try before they buy . . . and when hung on Har-Vey Sliding Door Hardware you will find their soft, smooth, gliding action will make a wonderful impression. Hang your doors on Har-Vey Hardware . . . let your customers feel the difference in a quality home.

Har-Vey Sliding Door Hardware is fashioned for the sales and profit minded builder. Har-Vey's versatile 707 Series accommodates either $\frac{3}{4}$ " or $1\frac{3}{8}$ " doors by simply reversing the hangers between outer and inner doors. There's only one set to handle—Har-Vey pays a bonus to you in fast, easy one man installation. Units come complete in HandiPaks including pulls and track—one box to one opening. Look for the Har-Vey name stamped on metal parts . . . your assurance of superior quality.

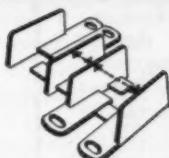
these features make Har-Vey the answer to all your interior door needs

RIBBED STEEL, PLATED HANGERS



Unusually rigid, cadmium plated steel hangers have vertical and horizontal adjustment slots for fast, easy, accurate alignment.

ADJUSTABLE NYLON DOOR GUIDES



Adjustable Nylon door guide eliminates scraping sounds . . . no grooving bottom of doors . . . easy to install. For By-Passing $\frac{3}{4}$ " to $1\frac{3}{8}$ " doors.

SELF-LUBRICATING NYLON ROLLERS



Quality Nylon rollers with self-lubricating bearings provide a lifetime of smooth, positive action door control.

COMPLETE IN ONE HANDI-PAK



Comes complete in Handi-Paks. Contains everything you need for quick, easy installations. Includes pulls and aluminum track.

for complete information write to . . .

AMERICAN SCREEN PRODUCTS COMPANY

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NORTH LAKE, ILLINOIS

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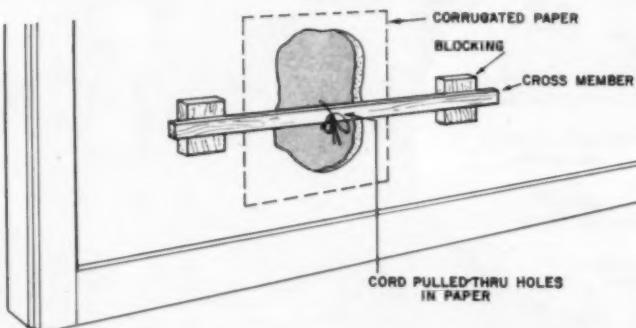
HAR-VEY

HARDWARE

HOMESHIELD[®]
SCREENS

World's largest
manufacturer of
window screens

How to do it better



How to mend that hole in drywall

A hole in drywall, cut through error, can be easily repaired by using simple materials found on the job site. You'll need string, corrugated paper, a thin strip of wood and two small blocks. These materials are used as shown in the above sketch.

The length of string is laced through the piece of corrugated paper. While holding the ends of the string in one hand, insert the corrugated paper with the other hand through the hole by folding it. Once the paper is positioned over the hole (shown in the sketch), secure it to the cross member as

shown after blocking the cross member out from the wall.

Here are a few words of caution: before applying the plaster to fill up the hole, wet the hole. After the plaster has been applied and hardened, cut the string and then sandpaper to desired finish.

If you feel the string will pose a problem to the finished surface, move it slightly before the plaster hardens, to free it from the plaster. After it has fully hardened, cut the string and pull one end through plaster and corrugated paper.

Ludwig Reimer
New York City

"C" clamps can save time, labor

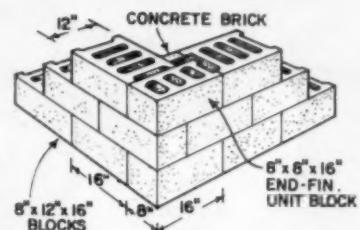
Here is an idea I have used many times and find it a real time and labor saver. After rafters are cut, take two pairs of rafters, two short lengths of 2x4s, and four C clamps. Take a scrap piece of lumber same width and thickness you intend to use for a ridge plank. Fit this scrap piece between the top or plumb cuts, clamp on the short 2x4, raise

this set of rafters and spike in place and remove the scrap piece. Then move back and raise another pair of rafters in the same manner.

Next lift the ridge in place. Nail the plumb cuts and remove the clamps and 2x4s and install the remaining rafters. Where a ridge is spliced, as most are, repeat this process across the entire length of the building.

Basil Hertel,
Antwerp, Ohio

New method of "breaking the bond"



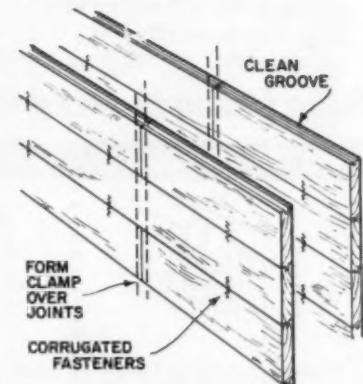
Some time ago, the "How To Do It Better" column carried a suggestion about concrete block corners.

Here is an alternate suggestion which makes for better appearance, particularly from the outside. It makes use of a standard 8x8x16 end-finished unit and a concrete brick.

This is the system which eventually developed into the more modern "L" corner unit.

W. D. Coffey
Rochester 17, N. Y.

Here's a simple way to make a form



Instead of the conventional battens and common nails, I use corrugated fasteners only.

By spacing form clamps evenly, and over the joints, I save time and money.

After pouring, it's easy to knock the form apart. Also by simply cleaning the groove, the form can be nailed as is, as roof sheathing.

Charles T. Palmer
N. Miami Beach, Fla.

Any home you build



can be heated with the



boiler guaranteed 20 years

CRANE

Sunnyday

Whether you're in the big development business or building custom homes, you'll find Crane Sunnyday Hot Water Boilers for every heating requirement. Btu/hr. output ratings from 66,000 to 450,000. For gas or oil.

What's more important: *every one* of these boilers comes with a written 20-year guarantee against failure of their cast iron sections.

Add Crane Sunnybase radiation to this guaranteed boiler and you present your prospects with the finest

heating available—hydronic heating. Look at these selling features you can use: Guaranteed boiler, even temperature from floor to ceiling, radiant heating that feels like healthful sunshine. Plus the convenience of baseboard: hugs walls, takes up no wall or floor space, makes decorating easy.

Why not get all the facts from Crane's new Builder Section? Ask for the heating specialist at your Crane Branch or Crane Wholesaler.



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AND COOLING

CRANE CO. 836 S. Michigan Ave., Chicago 5 • VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING

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INDUSTRIAL QUALITY
FANS
AT BUILDER PRICES



FOR BOTH
VERTICAL & HORIZONTAL
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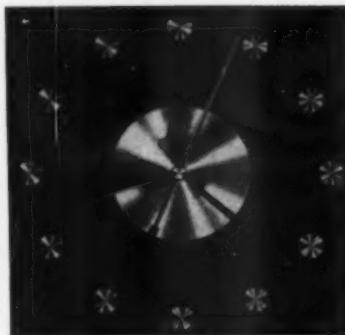
WESTINGHOUSE — G.E. MOTORS
S.K.F. BALL BEARING FAN SHAFT

Model	C.F.M.	Size	Height	List Price	Your Cost
30-I.S.	7,585	36"	12"	\$ 99.95	\$49.90
36-I.S.	10,121	36"	12"	\$115.00	\$56.15
42-I.S.	12,523	42"	12"	\$135.00	\$57.40

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Write for Catalog Showing Our
Complete Line of Industrial Fans.

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C & H Air Conditioning
Fan Company, Inc.
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BUILT-IN WALL CLOCKS
BY HOWARD MILLER

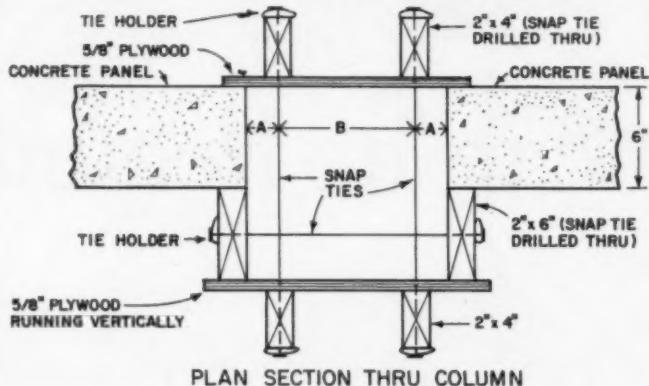
Achieve stunning effects with this smartest of home accessories. A variety of models and finishes to fit any area, please every taste. Guaranteed self-starting synchronous electric movement, with easy to follow instructions and template for built-in installation. The Howard Miller name is the modern word for clocks of quality and original distinction; make it your buy-word. From \$11.95 retail,—at your building supply dealer, or write for literature and prices from

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American Builder **TRAINING YOUR MEN**

Ask the experts . . .



Economic concrete column for "tilt-up" construction

I have been reluctant to use the design for the concrete column (shown above) because I'm not sure of the strength factors involved. I have poured columns about 20' high with the column constructed as shown—the distance "A" being about 2" and "B" being about 8". I have four questions I'd like to ask:

QUESTION 1: What should the distance be between "A" and "B" to equalize the pressure at the center and edges of the form?

ANSWER: Spacing of ties, as shown on your diagram, is good. However, plywood should be braced. Use vertical wales and horizontal studs to prevent deflection.

QUESTION 2: What is the greatest height a column should be poured, using 5,000-lb. snap ties spaced 24" vertically? We use 6 to 7" slump concrete and pour columns full in about 10 minutes.

ANSWER: Maximum load 4,000 lbs.; indefinite height with reasonable limits.

QUESTION 3: What vertical spacing of snap ties should be used in pouring columns 20' high, 25' high?

ANSWER: Using 3,000-lb. ties on 24" centers should do it, but use horizontal studs and vertical double wales.

QUESTION 4: In columns, say, 25' high, how great could the distance "B" be before excessive deflection of the plywood would occur? How could this be changed by running the plywood horizontally?

ANSWER: Plywood is approximately one-third stronger if used in the 8' length. Therefore, use plywood vertically.

This information is only good for the 12x12" column but not advisable for larger columns unless recomputed.

Steinberg & Stemple
New York City Community College
(Continued on page 194)



MR. BUILDER: *here's a book to build your sales on . . .*

THIS IS YOUR HOME can help you sell homes these
4 practical ways:

1. **AS A DIRECT SALES AID . . .** Your looseleaf "builder's edition" of *This Is Your Home* has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
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Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

This Is Your Home costs you \$5.95 per copy (add 30¢ per copy for your name, gold-stamped on the cover). Buckram binding and 8½" x 11" page.

This is YOUR HOME

\$5.95 per copy

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SIMMONS-BOARDMAN BOOKS,
Dept. AB258

30 Church Street
New York 7, N.Y.

Yes, rush me a copy of **THIS IS YOUR HOME** for which I enclose \$..... (\$5.95 per copy, \$6.25 per copy with name stamped) or bill me.

Name
Street

Address

Imprint as follows:

1 or
(2 lines)

REVOLUTIONARY!

LoManCo Sectional Louvers



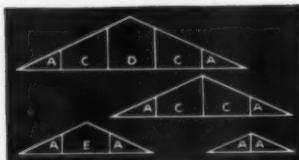
Sections of a large louver are assembled quickly using slip-joint fasteners to hold them together



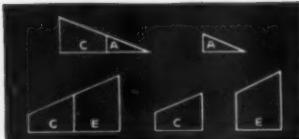
Even a large model is easy for one man to handle and install without any assistance



Shown above basic 8 section set



Typical variations using sections as parts of triangular ventilators



Separate sections can also be used alone or as parts of odd-sized louvers

Introducing an entirely new concept of louver design and construction. Louvers made up of sections—which can be used in different combinations to make up ventilators with from 21 to 614 sq. inches of free area, from 2 to 12 feet in base length . . . which can be easily assembled and installed by one man in a few minutes . . . which can be installed in the rough opening either as one unit or piece-by-piece!

AN AMAZINGLY VERSATILE NEW DESIGN

By combining the 8 basic 2 ft. sections of the new LoManCo Sectional Louver in different ways, a builder can make up over 25 triangular and odd-sized ventilators. Automatically, when a builder has one set of these versatile louver sections he has a ventilator for use in any one of a hundred different ways—for standard gable end installations . . . for problem type, hard-to-fit installations. No other product on the market answers so many ventilating needs so well.

A QUALITY PRODUCT

New LoManCo Sectional Louvers are made of heavy gauge, rust-proof aluminum. Each section is completely assembled, and comes with 8x8 mesh bug screens installed. When sections are to be used together, specially designed aluminum slip-joint fasteners fit over the flashing edges, holding sections firmly together.

AVAILABLE IN COMPLETE SETS OR BY INDIVIDUAL SECTIONS

New LoManCo Sectional Louvers may be purchased in complete 8 piece sets, by individual sections, or in 2, 4, or 6 section sets to meet specific ventilating needs. They are available for both 4° and 5° rise per ft. roof pitches.

Get all the facts about the building industry's most revolutionary new idea in ventilation. Ask your jobber or dealer for complete information, or write today for literature and details.



Complete assembly and installation of this 8 foot, 4 section model was completed in only 8 minutes

WORLD'S LARGEST EXCLUSIVE LOUVER MANUFACTURER

LOUVER MANUFACTURING & SUPPLY COMPANY
3609 WOODDALE AVENUE • MINNEAPOLIS, MINNESOTA

Ask the Experts . . .

(Continued from page 192)

Lowered church ceiling poses problems

QUESTION: Several years ago our church ceiling was badly damaged. It was lowered to 14' with about 4' on each side sloping down lower while the rest is flat. The nave is 30x60'. Is this too low for proper appearance and air supply?

Our worst problem is that the entire ceiling was covered with acoustical tile. Needless to say, both speech and music sound very dead and soft when the church is filled. Is there something that could be applied to the tile, such as paint, that would take away the acoustical properties?

We need at least a 50 per cent improvement. Would it be better to take the tile off completely? Would plaster board make a good ceiling?

E. E. Ketterling
Plevna, Mont.

ANSWER: The height of the church ceiling is a matter of the personal tastes of the parish. Regarding the air supply, it would depend upon how many windows and doors there are.

As for the acoustical tile, you might remedy the sound situation by painting the tile with a reflective paint or any other paint that would seal the pores of the tile.

It is not necessary to take the tile off. You may apply the plaster board directly to the tile, if you are able to locate the nailing lathe. If you cannot locate the nailing lathe, we would suggest that you remove the tile and then apply plaster board.

Steinberg and Stempel
New York City
Community College

Bridge planking for houses?

QUESTION: I have 7,000 3x6"x21' timbers which were used for bridge planking. They were pressure treated with creosote. Is there some sealer to kill the smell of the timbers when they are used inside a building?

ANSWER: We do not know of a sealer which will permanently prevent the heavy creosote treatment, with which the timbers are treated, from working through the surface. Use the timber for sills where they won't come in contact with the finish of the house. This will reduce the odor.

What's so different about this FLORIDA HOUSE?

Architect: William G. Connors



From sill to ridgeboard, every piece of lumber in this Jacksonville residence is Wolmanized pressure-treated lumber. Future savings in just one repair job caused by decay or termites will more than pay for the moderate additional cost of specifying Wolmanized lumber throughout the house.

It Has Built-in, Lifetime Protection Against Termite and Decay Damage!

Careful planning in this house has eliminated future maintenance costs due to subterranean termite damage and decay. That is because the architect specified that all the lumber for the house be *pressure-treated* with Wolman® salts. Wolmanized® lumber was used because it has all these desirable properties: It resists rot and termites. It is clean, paintable, odorless. It is fiber-fixed, non-corrosive to imbedded metal fasteners, and glueable even with the newer resins.

Wolmanized lumber offers unlimited application possibilities; it serves better and longer—yet, it's economical to use, adding about 1½ per cent to total costs. Read how you can safeguard building dollars with Wolmanized pressure-treated lumber in the light and heavy structures you design.



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W-4



Wolmanized® LUMBER

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769 KOPPERS BUILDING • PITTSBURGH 19, PA.

Convention calendar . . .

Feb. 3: Home Builders of Dallas County, 318 North St. Paul, Dallas, Tex. General meeting; Hotel Adolphus. H. A. DeShong, chairman.

Feb. 8-16: Home Builders of Greater St. Louis, 215 N. Meramec Ave., St. Louis, Mo. Bildors home show; St. Louis Arena. Mel Doernhoefer, director.

Feb. 10: Home Builders of Miami County, P. O. Box 147, Troy, Ohio. General meeting; American Legion Home. Robert Rudy, chairman.

Feb. 13-19: Home Builders of Greater Boston, 7 Water St., Boston, Mass. New England home show; Mechanics Bldg. Contact: Sherman Exposition Management.

Feb. 13-15: Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. 4th business management school; Deshler Hilton Hotel. C. M. St. Clair, chairman.

Feb. 15-22: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Home Show; West Hartford Armory. Alan E. Hanbury, chairman.

Feb. 15-23: Home Builders of Metropolitan Washington, 2101 K St., N.W., Washington, D. C. 12th annual home show; National Guard Armory. James W. Pearson, chairman.

Feb. 15-22: Home Builders of Schenectady, 180 State St., Albany, N. Y. Home show; Schenectady Armory. Walter J. Socha, chairman.

Feb. 26: Home Builders of South Florida, 150 S. E. 3rd Ave., Miami 32, Fla. One-day course for new home salesmen. S. A. Dansyear, chairman.

Mar. 1-9: Home Builders of Palm Beach County, P. O. Box 667, Palm Beach, Fla. Parade of homes and home show; Village of Palm Springs. R. M. McClintock, chairman.

Mar. 1-8: Home Builders of Albany, N. Y., 105 Colvin Ave., Albany 5, N. Y. Ninth annual home show; Washington Ave. Armory. Ray Collins, chairman.

Mar. 1-9: Home Builders of Greater Seattle, 170 Mercer St., Seattle 9, Wash. 14th annual home show; National Guard Armory. W. G. McDonald, managing director.

Mar. 4-8: Home Builders of Kalamazoo, 609 So. Burdick St., Kalamazoo, Mich. Home show; County Center Building.

Mar. 10-15: Grand Rapids Home Builders, 200 Ionia N. W., Grand Rapids, Mich. Greater Michigan home show; Civic Auditorium. Ward Blackall & G. W. Burbridge, chairmen.

Mar. 15-19: Southern Tier Home Builders, 257 Main St., Johnson City, N. Y. Home show; West End Armory. Mrs. Claire Goodsite, chairman.

Mar. 16-23: Tacoma Master Builders Assn., 1103½ Division Ave., Tacoma, Wash. Better homes exposition; College of Puget Sound Field House. Patrick J. O'Toole, chairman.

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Panl-Tile meets all the former limitations of tile: alignment, cost, and variety. On all four edges, a three-stage groove-lap joint assures both alignment and weather-tight joining. Because Panl-Tile is *weatherproof* Homasote, you can use it outdoors as well as indoors and you always gain extra insulation. Panl-Tile comes unpainted or painted (with a highly fire-resistant white coat).

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On ceilings, use the "Wilson Air-Flo" method. This economical suspension system practically eliminates sound transference from floor to floor. Mail coupon for details on this and other Homasote products.



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 Homasote (72-page) Handbook Grooved Vertical Siding

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T8200 Contractors' Transit. Includes new American-style, wide-frame tripod.

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Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY
Dept. C, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin

QUANTITY MATERIAL LIST

(Continued from page 91)

TILE WORK

Location	Description	Amount
Floor	ceramic	86 sq. ft.
Walls	ceramic	220 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Girders	(3) 2 x 8	—	132	176
Sills	2 x 6	—	186	186
Floor Beams	2 x 10	66/14	924	1,540
Floor Beams	2 x 10	16/12	792	1,320
Studs	2 x 4	200/8	1,600	1,067
Plates	(3) 2 x 4	—	480	320
Rafters for Truss	2 x 6	64/16	1,024	1,024
Bottom Chords	2 x 6	64/16	1,024	1,024
Rafter for Gable	2 x 6	30/14	420	420
Gable Bottom Cords	2 x 6	6/20	120	120
Garage Door Header	(2) 2 x 12	2/18	36	72
Livingroom Wind Header	(2) 2 x 12	2/20	40	80
Bridging	1 x 3	—	328	82
Box Header	2 x 10	—	130	217
Garage Girder	(3) 2 x 12	3/20	60	120
Posts	4 x 4	4/8	32	43
Porch Header	(2) 2 x 10	3/20	60	100
Porch Rafter	2 x 6	16/8	128	128
Bathroom Studs	2 x 6	8/8	64	64
Bathroom Plates	(3) 2 x 6	—	24	24

**FLOORING, SHEATHING, SIDING,
INSULATION, ROOFING, ETC.**

Location	Description	Amount	Actual + 10%
Sub Flooring	1x4 or plywood	1,513 sq. ft.	1,664 sq. ft.
Finish Floor	Wood	1,350 sq. ft.	1,485 sq. ft.
Roofing	210# asphalt	2,328 sq. ft.	2,561 sq. ft.
Roof Sheathing	1x6 or plywood	2,328 sq. ft.	2,561 sq. ft.
Side Wall Sheath	1x6 or plywood	2,000 sq. ft.	2,200 sq. ft.
Siding	Shingles	1,200 sq. ft.	1,320 sq. ft.
Wall Insulation	1 1/2" Batt	1,230 sq. ft.	1,353 sq. ft.
Ceiling Insulation	3" Batt	1,513 sq. ft.	1,664 sq. ft.
Kitchen	WP plywood	84 sq. ft.	92 sq. ft.
Kitchen	Linoleum	84 sq. ft.	92 sq. ft.
Leaders	Metal	40 lin. ft.	44 lin. ft.
Gutters	Metal	128 lin. ft.	141 lin. ft.

Note: The waste factor is determined by the type of material used and the method of installation.

MILLWORK

Exterior Trim Location	Description	Amount
Fascia	1 x 8	220 lin. ft.
Frieze	1 x 6	126 lin. ft.
Fascia	1 x 4	220 lin. ft.
Cupola	wood	1 piece
Louvres	screened	2 pieces
Shutters	wood	10 pieces

Interior Trim Location	Description	Amount
Base	1 x 4	400 lin. ft.
Cl. Pole	1 1/2" diam.	27 lin. ft.
Pole Sockets	wood	7 pair
Cleats	1 x 3	35 lin. ft.
Hook Strip	1 x 4	56 lin. ft.
Shelving	1 x 12	84 lin. ft.

DOOR SCHEDULE

Exterior Doors Size	Description	Amount
3'0" x 6'8" x 1 1/2"	Rush S.C.	1
2'8" x 6'8" x 1 1/2"	Rush S.C.	2
15'0" x 7'0" x 1 1/2"	20 panel O.H., sliding glass	1
4'0" x 7'0"		2

Interior Doors		
2'6" x 6'8" x 1 1/2"	F.P.S.C.	1
2'8" x 6'8" x 1 1/2"	flush H.C.	5
2'0" x 6'8" x 1 1/2"	flush H.C.	3

Sliding Doors		
3'0" x 6'8"		2
2'8" x 6'8"		3
2'6" x 6'8"		2
2'0" x 6'8"		2

Total 24

Note: All doors are to be ordered complete from the door schedule to include all doors, door frames, trim, casing, stops, sashes, etc.

(Continued on page 200)



Broan Range Hoods

*Beauty and Utility for the Housewife
Practical and Profitable for You*

Broan is a plus value range hood with bonus advantages for contractor and owner alike. Women everywhere respond to its new contour styling and superb craftsmanship. Attractive oblique corners provide design luster, allow adjacent cupboard doors to open fully. And beneath the trim lines of the hood is solid engineering: seamless construction, glare-free lighting, powerful exhaust (with choice of three companion systems), lifetime filter.

A reversible top plate with round and rectangular knockouts — a Broan origination — speeds up installation. There are five standard lengths, all in 12" or 13" depths . . . and all are available in modern stainless steel, colonial coppertone, or white enamel. Write for detailed bulletin and the name of the Broan distributor in your area.

The Broan No. 300 Twin Blower is first choice to power the Broan Hood. Two blower wheels deliver a large volume of air against high duct resistance. Whisper-quiet operation, speed control, spring-loaded back-draft damper, horizontal or vertical discharge.



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fireplace
in their
new home



Give 'em what they want
...with **DONLEY**



A recent survey reveals that 83% of prospective new home owners want a fireplace in their home. They want fireplaces that will not smoke . . . fireplaces that burn easily with a minimum of fuss and mess.

This is why for over forty years builders everywhere have specified Donley products for successful fireplaces. Donley offers a complete line of dampers, ash dumps, cleanout doors, lintels and other fireplace equipment.

Use the coupon below to obtain Donley's "Book of Successful Fireplaces". It contains construction hints, diagrams and over 300 illustrations of indoor fireplaces.

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13910 Miles Avenue, Cleveland 5, Ohio
Enclosed is 75¢ for your "Book of Successful Fireplaces".
Give me name and address of nearest Donley dealer.

Name _____

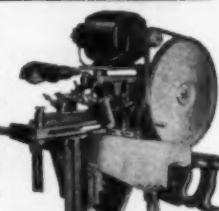
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NAME (please print) _____

STREET _____

CITY _____ ZONE _____ STATE _____

QUANTITY MATERIAL LIST

(Continued from page 198)

WINDOW SCHEDULE

Size	Description	Amount
2 (2'6" x 5'2") + (6'6" x 5'2")	gang of 3	1
3'8" x 5'2"	casement	2
2'6" x 6'0"	casement	1
4'0" x 3'0"	O.H.	1
2 (4'0" x 6'6")	gang of 2	1
4'0" x 4'0"	O.H.	1
2'0" x 3'0"	casement	1
2'0" x 3'0"	leaded glass	2

Total 11

Aprons	1 x 6	60 lin. ft.
Steel	1 x 8	60 lin. ft.

Note: All windows are to be ordered from the window schedule in gangs as specified to include all sash, frames, trim, casing, mullions, etc.

KITCHEN CABINETS

Location	Description	Amount
Counter	8'0" x 3'0" x 2'0"	1
Hangers	2'6" x 2'6" x 1'0"	2
Range Counter	5'0" x 3'0" x 2'0"	1
Oven Counter	2'0" x 2'0" x 2'0"	1
Hanger	2'0" x 2'6" x 1'0"	1
Hanger	5'0" x 2'0" x 1'0"	1
Ref. Hanger	3'0" x 1'4" x 1'0"	1

Total 8

Note: All counters are to be ordered with plastic laminate top and back splash complete.

Material breakdown prepared by Joseph Steinburg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.

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HOME INTERCOM-RADIO SYSTEM

America's feature-conscious market acclaims this exciting new built-in feature . . . for safer, more comfortable and more enjoyable living. Your buyer will delight with . . .

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- **THE ENJOYMENT** of favorite radio programs following the listener throughout the house.

Distinctively styled by Dave Chapman, internationally renowned industrial designer and beautifully finished in richly blended tones of satin silver and polished gold. Easily installed in homes already constructed as well as in new construction.

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Garage

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Sectional overhead type wood doors - available in all conventional and special designs to meet most job requirements. Galvanized hardware.



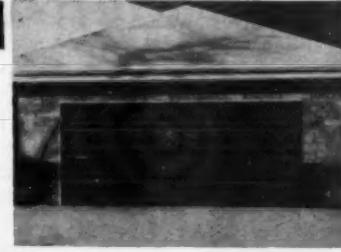
STEEL

Sectional and one-piece steel overhead type doors - available in residential and commercial sizes. Galvanized and factory painted.



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Standard and unique designs in sectional overhead type residential doors available to meet your specifications. Makers of the fabulous Redwood Beuti-Door.



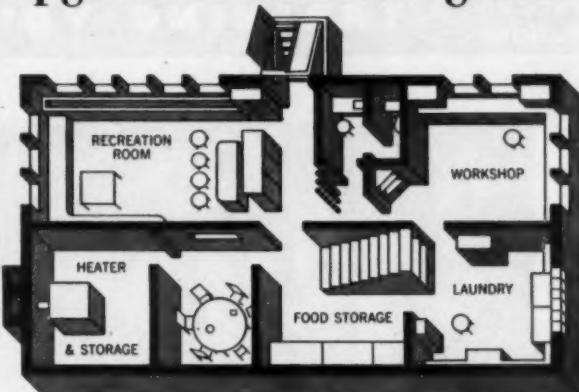
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Commercial sectional overhead type doors job designed in wood or steel for dependable service in public and commercial buildings.



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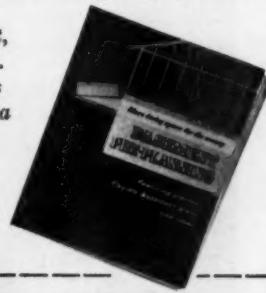
Here's the way to merchandise your basements and give your homes a fresh sales appeal at low cost. Pre-plan to any degree . . . just the basic elements of light and direct access . . . studs in place for finishing by the owner, or completely finished recreation and work area.



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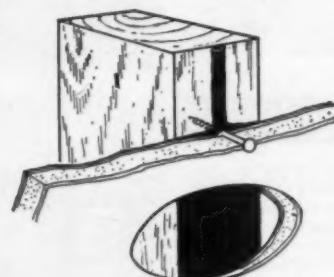
WHAT ↑



CAULKING-TYPE gun is loaded from 5-gal. can with an Alemite pump. Nozzle of gun is cut at 45 degrees. Angle determines position of gun while workman applies adhesive.

NARROW ribbon of adhesive is applied to wallboard at points of contact with framing, using caulking-type gun. See drawings below.

Here's a new "Hidden-Value"



CUT-A-WAY shows how bead is spread to 1/16" bed. Cushioning effect of bed reduces nailhead fracturing of face of paper. Continuous bond bridges framing irregularities.

NAILING is reduced 50%. Nails are spaced 16" O.C. on walls, 12" O.C. on ceilings. Adhesive eliminates "hollow drum" dry-wall sound.

GUIDE FOR THE MONTH OF FEBRUARY



AMES BROTHERS' "Mastic Master" is also loaded with pump from original can. Adhesive-nail-on system costs builder \$25 per house additional over conventional nail-on job.

FASTER sidewall, ceiling application is possible with "Mastic Master." Guide-on tool centers bead on stud. Manufacturer leases tool.

HOW

drywall system

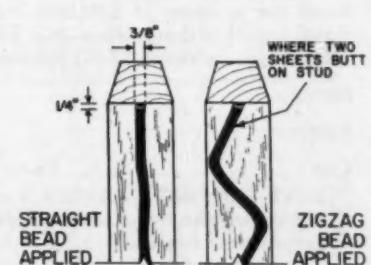
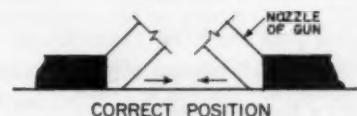
Since drywall's initial introduction to the building industry, it and builders have taken to one another like ducks to water. This modern building product has enabled the builder to streamline his building operations and build more houses for less money. Why? Because it saves time.

Even though its success among builders has been outstanding, there have been problems. Nail popping, for example, has nagged builder and buyer alike.

In an effort to combat nail popping, the double-layer laminated system was developed. The first layer is nailed to the studs and the second cemented to the first. This produces a more solid wall and reduces nail popping. But the system takes time. Another method was needed.

"Why can't a single bead of mastic be used to attach wallboard to the studs?" asked a member of the building firm, Place Homes, Inc., South Bend, Ind., of a representative of the Miracle Adhesive Corp. back in 1952. From this question evolved the mastic-nail-on system for the single-layer dry-wall presented on these pages. It's proven itself in thousands of installations and stood up to tests made in the research laboratory. U.S. Gypsum has gotten behind it and distributes Miracle's adhesive under its own label. The tools shown on these pages were specially developed to speed its application. For further information, write U.S. Gypsum Co., 300 W. Adams St., Chicago.

Correct way to apply mastic



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by Alfred Gross

A TOP MARKETING EXPERT shows you, in detail, the *newest tested sales techniques and promotions* that successful builders will use this year. In addition, *SELLING HOUSES SUCCESSFULLY* contains scores of actual case histories and other materials compiled by the editorial staff of *AMERICAN BUILDER* magazine. Here is sound practical advice by one of the nation's leading sales authorities. *Don't miss this vital marketing information.* Take full advantage of the research and pre-testing behind this book. It's your shortcut to a rising sales curve.

The book explains how to get the most from your advertising dollar . . . shows how to "package" your homes for greatest customer appeal . . . points out the "extras" that pay off in closing sales . . . tells how to present *hidden values* effectively . . . presents complete details on how to organize a practical trade-in sales plan . . . and it's packed with new workable ideas for effective sales promotions to fit your building program.

In no other single volume will you find this concise marketing data. This book can help you make 1958 your best year! Tight money and the "hard sell" won't touch those builders across the nation who will build more homes and pile up greater profits in 1958 than ever before! BUT, much hinges on the effectiveness of the builder's sales program. Tailor your's to today's market and see the sales come in.

Note the full coverage of these chapter headings:

- Marketing—The Key to Profits
- It's a Wonderful Market
- Give Buyers What They Want
- Be a Show-Off—with Models
- Make the Most of Hidden Values
- Package Your Houses Distinctively
- Newspaper Advertising Is Rated Tops
- Radio and Television Brings Them In
- Show the Way With Outdoor Advertising
- Everybody Loves A Show
- Give Your Salesman An Assist
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Ridiculous, you say. Delay can't kill anyone. It isn't a disease.

Yet last year, of the 250,000 Americans who were cancer's victims, 75,000 died needlessly. 75,000! . . . the populations of cities like Charleston, Santa Monica, or Racine. They might have been saved . . . but they put off seeing their doctors until it was too late. Their story is told in our dramatic film "The Other City" . . . a film which can save thousands of lives. Perhaps your own. It teaches you the seven danger signals by which early cancer often reveals itself, and emphasizes your need for an annual health checkup as your best insurance against cancer.

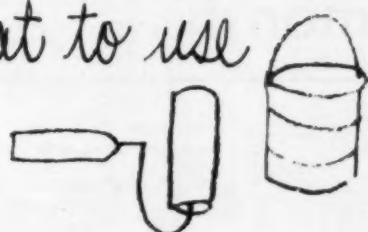
"The Other City" is available, without charge, for showing at your church, your club, your community center, plant or office.

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Brand Names Directory. Got the trade name okay, but who makes the stuff? Happens again and again. Can cost you time and money. But not here, because here you find supplier names and addresses, zip!

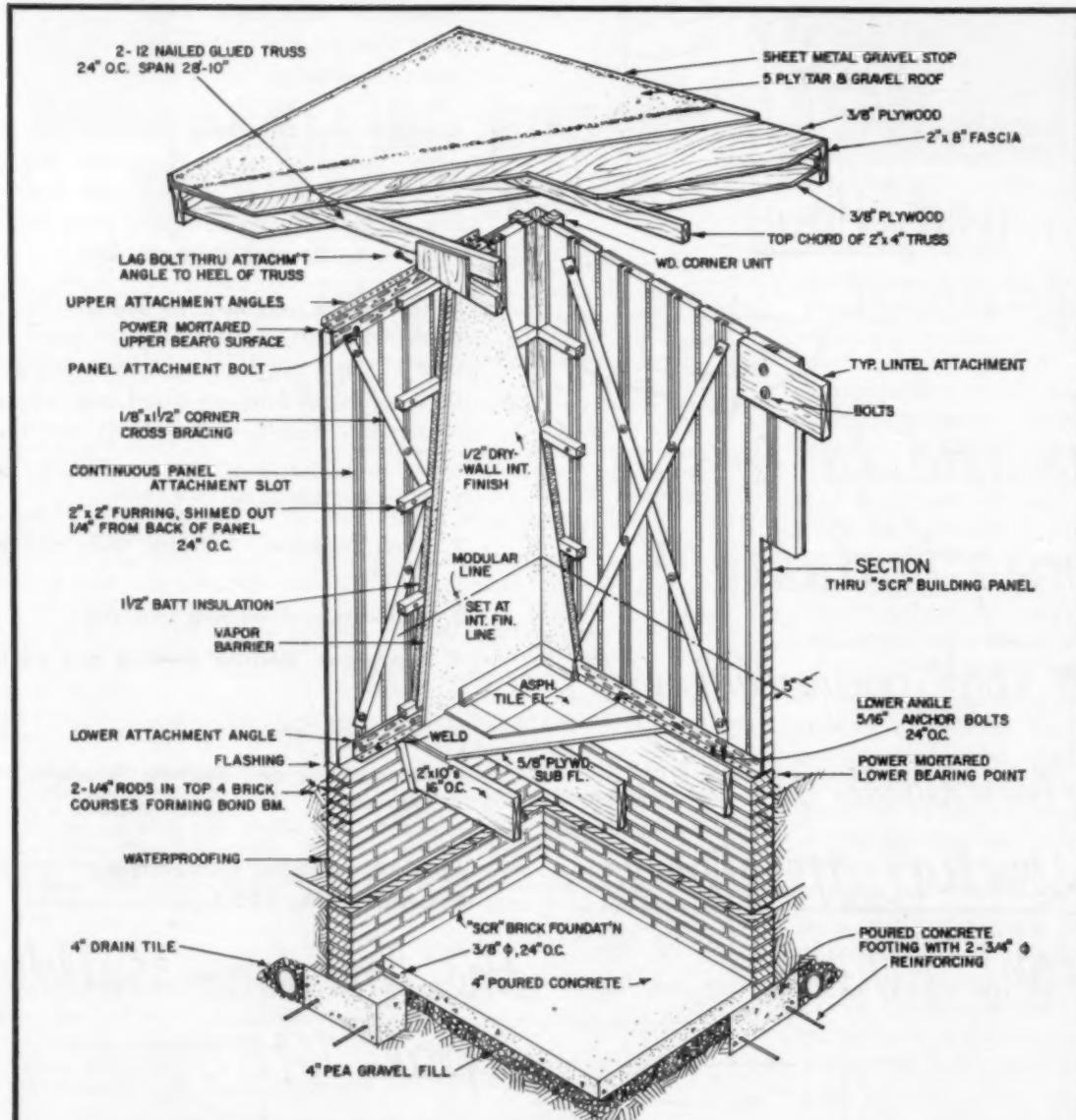
What to use and how to use it? Checking doors, windows, millwork? Types, sizes? Here in AB's April issue you get construction details, technical data organized and tabulated in separate easy-to-use sections like these:

1. Structural Materials.
2. Doors, Windows, Millwork, Floor and Wall Finishes.
3. Hardware and Building Specialties.
4. Appliances, Electrical Heating and Cooling, Plumbing
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6. Management and Business Reference, Prefabrication

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February 25, 1958**

the American Builder
April, 1958
Marketing Directory
and
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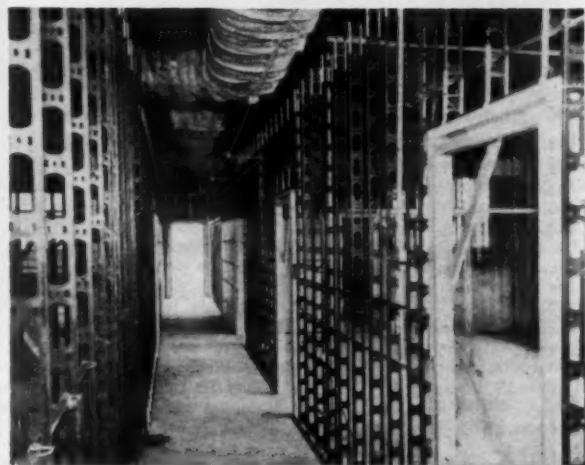


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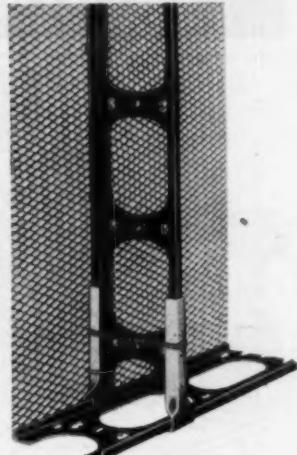
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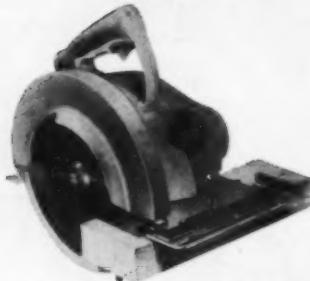


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DICKERMAN'S COLUMN

(Continued from page 20)

lending. Secondary mortgage practices already have been subjected to a widespread investigation by the Housing Subcommittee of the House Banking and Currency Committee. On the basis of the findings, Chairman Albert Rains (D-Ala.), predicted that Congress will consider some form of legislative controls on second mortgage devices.

Still another aspect of home financing—and this requires the immediate attention of Congress—is discount controls. Congress wrote the provision into the 1957 Housing Act over the protests of the Administration and the home-building industry. The controls have proven as unworkable as their predecessors, passed in 1950 and eliminated by legislative amendment in 1953. While weighing the removal of discount controls Congress may take another look at the FHA and GI interest rates. But, there is little likelihood of any change in either rate this year.

The anticipated growth of rental housing is sparking proposals for changes in the present FHA programs which have not been satisfactory to builders. The increasing problem of community facilities has also attracted congressional attention. So have the secondary market and special assistance functions of FNMA and various programs and procedures of FHA. Urban renewal will again come in for a full share of attention and so will the perennial question of public housing.

To predict the shape that the 1958 Housing Act and related legislation will eventually take is, I think, an extraordinarily difficult, if not impossible, task at this stage of the session. The home-building industry must accept the fact that this is a defense-minded Congress and that the defense measures enacted will impinge, some favorably, some unfavorably, on housing legislation and on the industry itself.

The one fundamental point that Congress should not overlook, however, is that to have a strong defense you must have a strong economy. A healthy home-building industry is an integral part of a strong economy.

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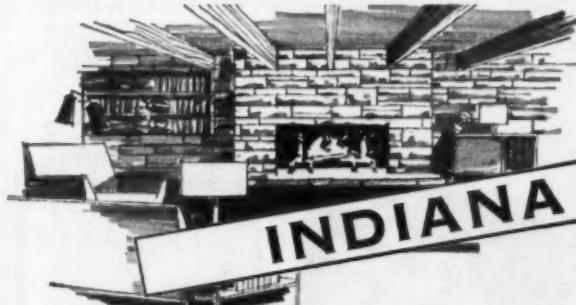


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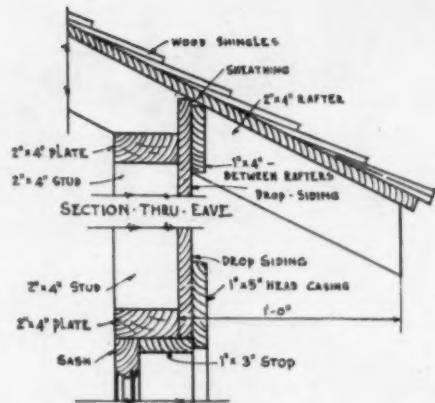
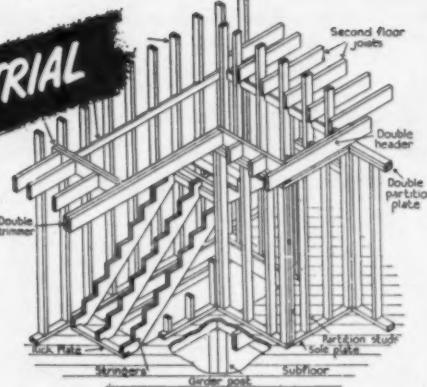
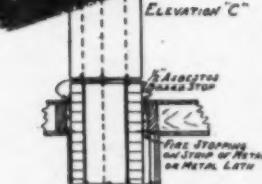
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The Month Ahead

TRY REMODELING

Even if the new-house market is off, families keep on growing. And even if bad business does scare some people out of buying a new home, they may still want to upgrade their present house. All of this points to remodeling as a good way of keeping the slump from hurting too much. As a remodeler we featured in our July issue put it: "Remodeling is about as near a depression-proof business as you can find anywhere."

TRY SPECIALTY WORK

You may not have the skilled personnel to go into full-scale remodeling, but your men can often apply their specialties to remodeling as well as to new houses. Roofing and siding are good examples of this. Both of these areas have been worked hard by fly-by-night operators who do bad work and then leave town. As an efficient builder with good men and equipment and lots of know-how, you should be able to do a better job at a competitive price. And you will be able to provide the added guarantee of being a local businessman who wants to keep working in the community, and whose reputation for quality work is just about your biggest sales asset.

TRY LAND BARGAINS

Here's another possibility growing out of the present depressed market. A lot of builders, particularly the larger ones, are finding it difficult to carry the big inventories of land they usually hold for future work. If your finances permit, you might be able to make some very good buys in smaller pieces. If it is an already developed area, and if it should have some of the utilities and streets already in, so much the better.

Time to slow down and do some planning

The next few weeks are traditionally the time when Mr. Average Builder puts his feet up on his desk and worries about the spring market. For what it's worth, we'd like to pass along some ideas.

A lot of builders have looked at 1958 and are scared stiff. With a bruising 1957 behind them and all the present talk about a severe general recession in 1958, you really can't blame them. On the other hand, maybe they're not looking in the right direction. Building has already had its slump, and the government has taken measures to fatten it up. Even if general business slumps, building should stay even. Here are some of the reasons why.

Are you overlooking some big markets?

Markets—this was the big story that AMERICAN BUILDER's editors talked about at the NAHB Convention in Chicago. There are markets, particularly in the low-price ranges, that have hardly been touched. There are population pressures which, if builders were to take advantage of them, could kick the so-called "million-house" market out the window.

For instance: there are going to be more than a million-and-a-half marriages next year. Most of these new families will not buy a new house right away, but they have to live somewhere, and when they move into that somewhere, someone else usually has to move out. Presto, there's pressure for a new house. Where? That's what you're looking for.

The low-priced house—where is it?

Here's another possibility. Every year about a million families climb into the \$5,000-a-year salary bracket and become eligible for a house in the \$12,000 range. But we made a check, and the number of builders building in this range is abysmally low. Every builder we know who has done it, and built a good house, has done very, very well. It's an area that you should be exploring too.

Demolitions, population shifts, minority migrations, and housing that's just plain old—all of these factors are working for you by creating market pressure. But the precise opportunity is not going to walk in the door and shake hands. You've got to go out and find it. We can't think of a better way for you to spend the next few weeks.



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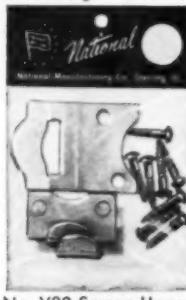
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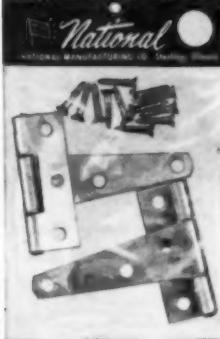
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